

# *The American* **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA



As one of America's growing industries, commercial baking must pass on its heritage to today's youth—and must find them equipped to accept it.

Their basic equipment is intelligence and adaptability, which youth has in abundance. But it must be tempered by education, and that education can only be obtained at schools designed to train students in the science of baking and the mechanics of management.

In this issue you will find an article on the nation's baking schools. Each time you make it possible for a man to attend one of these schools you are assuring the future of your industry.



JUNE

1953

Volume 21

25c. a copy

Number 6

\$2 a year



## Mr. "I" has the Answer!

**Solve Your Problems by Putting International's  
\* "Bakery-Proved" Flours to Work for You.**

Why worry about varying production results cutting into your fair share of the profit? Mr. I, the International man, can show you the way to worry-free, profit-plus baking in practically no time at all.

"Best-of-the-crop" wheat selection, rigid scientific product control, and the most modern milling facilities available all add up to smooth running production schedules and bigger profits for you!

Regardless of your particular shop requirement, there's a "Bakery-Proved" Flour to fit your need. Use these fine flours to improve your profit picture. Call your International representative today.



### Rigid Laboratory Control

Every known scientific control is used in International laboratories to assure absolutely uniform, top-quality baking.



"BAKERY-PROVED"  
Trade Mark

# International

M I L L I N G   C O M P A N Y

GENERAL OFFICES: MINNEAPOLIS 1, MINNESOTA





## CLOSE INSPECTION

*From Planting Time to Harvest*

When the big rush to market of new wheat starts, our buyers know just where to look for the cream of the crop. Much of this choice, pre-selected wheat, finds its way to our great elevators. Here it is stored and milled into the best of flour for our bakery customers.

Wheat selection is just one of the many steps taken by Gooch to supply you with the best in Bakery Flour.

**GOOCH'S BEST**  
*Identical*  
*Performance* **FLOURS**

GOMEC — AKSARBEN

**GOOCH MILLING & ELEVATOR CO.**  
LINCOLN, NEBRASKA

*Daily Capacity 5,000 Cwts.*

*Elevator Space 2,100,000 Bus.*

# The American Baker

Published Monthly for the Bakers of America by  
THE MILLER PUBLISHING CO.

(Executive, Editorial and Publication Offices at 118 So. 6th St.,  
Minneapolis 2, Minn. Telephone Main 0575)

H. J. PATTRIDGE, President and Treasurer  
CARROLL K. MICHENER, Vice President  
WAYNE G. MARTIN, JR., Vice President  
HARVEY E. YANTIS, Secretary  
THOMAS A. GRIFFIN, Business Manager  
WILFRED E. LINGREN, Advertising Sales Executive  
EDWIN J. HARTWICK, Circulation Manager  
JAMES G. PATTRIDGE, Assistant Treasurer  
CARL R. VETTER, Advertising Production Manager

## EDITORIAL STAFF

FRANK W. COOLEY, JR., Editor  
CARROLL K. MICHENER, Executive Editor  
MILTON B. KIHLSSTRUM, Managing Editor  
HARVEY E. YANTIS, Associate Editor  
MARTIN E. NEWELL, Associate Editor  
PAUL L. DITTEMORE, Associate Editor  
ROGER BERGLUND, News Editor  
DONALD NETH, Assistant Editor  
GEORGE L. GATES, Market Editor

## TECHNICAL STAFF

A. J. VANDER VOORT, Technical Editor  
GEORGE J. EMRICH, Contributing Editor

## EASTERN STATES OFFICE

(114 E. 40th St., New York 16, N.Y. Tel. Murray Hill 3-3768)  
WAYNE G. MARTIN, JR., Manager  
GEORGE W. POTTS, Assistant Manager

## SOUTHWESTERN OFFICE

(614 Board of Trade Bldg., Kansas City 6, Mo. Tel. Victor 1350)  
MARTIN E. NEWELL, Manager  
JAMES W. MILLER, Assistant Manager

## CENTRAL STATES OFFICE

(2272 Board of Trade Bldg., 141 W. Jackson Blvd., Chicago 4, Ill.  
Telephone Harrison 7-6782)  
DON E. ROGERS, Manager  
HENRY S. FRENCH, Assistant Manager

## FOREIGN OFFICE

(901 Lumsden Bldg., Toronto 1, Ont. Telephone Empire 4-5654)  
GEORGE E. SWARBRECK, Manager

## WASHINGTON OFFICE

(604 Hibbs Bldg., Washington, D.C. Telephone Republic 7-8534)  
JOHN CIPPERLY, Special Correspondent

## CORRESPONDENTS THROUGHOUT THE WORLD

SUBSCRIPTION RATES: One year \$2, two years \$3, in U.S. or U.S. Possessions, Canada and Pan-America. Add \$1.50 a year for postage to other countries. Single copy 25¢. Entered as Second Class Matter at the Minneapolis Post Office. Change of Address—Readers are urged to give prompt notice and to anticipate change in near future by two weeks' advance notice. Ask postman for form 22-S to advise of this change.

CABLE ADDRESS: "Palmking," Minneapolis, New York, Chicago, Kansas City and Toronto.

TELETYPE CALL NUMBERS: Minneapolis, MP 179; Kansas City, KC 295; Chicago, CG 340; New York, NY 1-2452; Washington, D.C., WA 82.

## ASSOCIATED PUBLICATIONS:

The Northwestern Miller • Feedstuffs • Milling Production

DOWN THRU  
THE YEARS...  
for 3 generations...

For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.

"Golden Loaf" FLOUR

TENNANT & HOYT COMPANY  
LAKE CITY, MINNESOTA

**Fisher's**

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.

Domestic and Export Millers

CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, NEW YORK CITY



"High Score" Bread with  
DAIRYLEA DRY MILK SOLIDS (NON-FAT)

✓ UNIFORMITY ✓ TEXTURE ✓ GRAIN ✓ AROMA  
✓ VOLUME ✓ CONSISTENCY OF CRUST ✓ BLOOM  
✓ COLOR OF CRUMB ✓ FLAVOR ✓ SYMMETRY  
✓ EATING QUALITY ✓ COLOR OF CRUST

Carefully graded for bakery use. Use at least 6%!

DAIRYMEN'S LEAGUE CO-OPERATIVE ASSOCIATION, Inc.  
100 Park Avenue, New York 17, N. Y. OREGON 9-1230

J. F. IMBS MILLING CO. ST. LOUIS, MO.

Millers of Hard and Soft Wheat Flour

DAILY CAPACITY 4,200 CWTs. SACKS



**W**HEN you buy AMERICAN FLOURS you are getting the finest in wheat selection and milling skill. For the baker who strives for efficient production of tasty, uniform bread on a large scale, the extra values of AMERICAN FLOURS will soon be apparent in his shop records. Cost savings there will show the true value of AMERICAN quality.

Flour Capacity  
4,000 Sacks

Grain Storage  
5,000,000 Bu.

**American Flours, Inc.**

G. M. ROSS, President

FLEMING ROSS, Vice-President

PAUL ROSS, Secretary

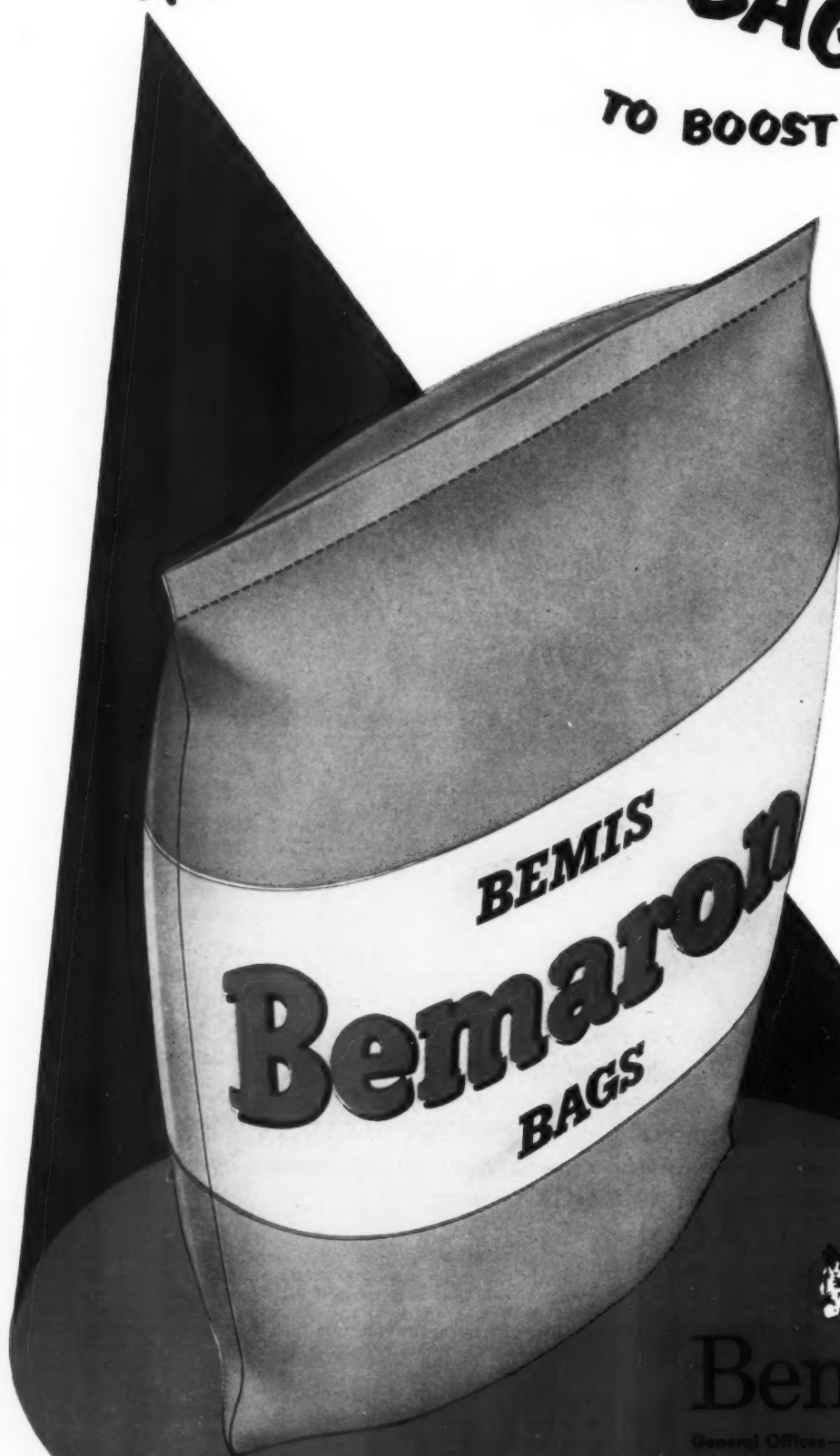
T. G. McDONALD, Sales

**NEWTON, KANSAS**



# Now A RAYON BAG

## TO BOOST YOUR SALES...



This startling new all-rayon bag . . . Bemis **BEMARON** . . . opens a whole new field of use for bags for home sewing. There's nothing else like it. Its silky sheen and soft, smooth texture make it ideal for blouses, dresses, underwear, slips and scarves. It launders perfectly. And it's super-absorbent . . . wonderful for towels.

**BEMARON** comes in four beautiful pastel shades — pink, blue, green and yellow — as well as white.

Bemis **BEMARON** is stronger, weight for weight, than cotton fabric. Your brand can be billboarded on Bemis Band-Label, or printed on the bag with special Bemis Lustre Inks.

**BEMARON** is a Bemis exclusive. You'll want to get on the bandwagon early. Get the complete story from your Bemis Man.



# Bemis

General Offices—St. Louis 2, Mo.  
Sales Offices in Principal Cities



## *Paramount in Quality...*



Again and again it has been demonstrated that the skill and sincerity of the miller are paramount factors in flour quality from the baker's standpoint. That is the kind of character you will find in KELLY'S FAMOUS.

*Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.*

**The WILLIAM KELLY MILLING COMPANY**  
**HUTCHINSON, KANSAS**

Capacity 5,000 Sacks

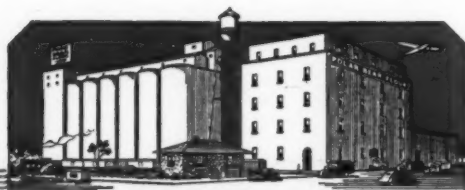
Grain Storage 1,000,000 Bus.



## FLOUR IS KING

This year, or any year, you can buy POLAR BEAR flour with absolute confidence that it will uphold your reputation as a baker. POLAR BEAR keeps faith with customers. POLAR BEAR naturally costs a little more because wheats of satisfactory baking characteristics are more expensive, but this proud flour is always worth its cost.

Founded by  
Andrew J. Hunt  
1899



Ralph C. Sowden  
President

*The* **NEW ERA MILLING COMPANY**  
ARKANSAS CITY, KANSAS





*Performance Tested Flours* milled by KANSAS FLOUR MILLS are, like good friends, dependable and helpful. Their uniform baking performance assures economical, trouble-free production schedules and top quality bread every day.

KANSAS FLOUR MILLS is large enough to maintain every modern facility for the production of fine flours of uniform quality and to serve the best interests of the baking industry promptly and economically.

Users of KFM *Performance Flours* are customers and friends.

*For Better Quality Control . . . Use Performance Tested Flours*



**KANSAS FLOUR MILLS COMPANY**  
KANSAS CITY, MISSOURI  
DIVISION OF FLOUR MILLS OF AMERICA, INC.

**F**or top quality, appetizing, good looking Kaiser rolls and hearth breads that result in profitable repeat business . . . specify **GIGANTIC**

### GIGANTIC

stands up over a wide variance in range of humidity and temperature changes . . . in fermentation time.



### GIGANTIC--

is milled from expertly selected high gluten hard spring wheats . . . more units per pound of dough.



## Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

# Editorial . . .

## Building for the Future



On the few pages immediately following you will find an extensive tabulation and description of the educational institutions catering to the nation's baking industry.

Here, in one compilation for the first time, are those schools dedicated to training youth for a place in the baking industry—those young men and women who will carry on the traditions of the craft while at the same time they are applying the profit-building principles of modern business practices.

Education for these youngsters in the many facets of production, sales and management will enable the baking industry to ride on their shoulders to a greater importance in the American economy.

These training schools are educating the industry's youth to be ready to take over the reins—the industry's recognition of the value of higher education in the science of baking must not be less than the effort these institutions are putting forth.

Recognize the progression of baking from a craft to an industry—and realize that more than a benchman's knowledge is needed to exist today and in the future. Look over this school directory, find one in your area, and make it possible for your youngster or your employees to attend. As part of your community relations program, perhaps you would like copies of this article to distribute to every class of graduating seniors in your area.

Pave the way for a greater industry tomorrow by helping educate the industry's youth today.

## Where We Go From Here

**M**ILESTONES are numerous along the 80-year course of The Miller Publishing Co. Another important one will be set down soon—the removal to a new office building and plant, announced in our news columns in this issue. In this peripatetic age little significance attaches, as a rule, to a move from one roof-tree to another. But when the interval between moves is more than half a century, the incident takes on importance—unless, of course, it should be merely a case of not paying the rent!

The Miller Publishing Co. has been in one spot so long as to become, it seems, a landmark. At least that is the way a local newspaper describes the Miller building, which soon must give way to the relentless pressures upon loop space that are characteristic of large cities. The newspaper editor, in nostalgic vein, laments the building's passing—though he is consoled by the fact that its occupants will not go far away. But it long has been obvious that there was a certain incongruity in the fact that a manufacturing plant of this kind was maintained under the very eaves of the biggest office buildings in the town.

It was a greater inconsistency that the old building had been outgrown. It was bursting at the seams, and had been built for a more leisurely time and for less exacting occupants. Sentiment and the comfortable feeling of the old shoe kept us here long after we should have moved on to larger spaces better adapted to a business that never ceased to grow—and to business facilities more likely to fit and reward the talents of a

younger generation now in being and still other generations to come.

The significance, then, lies not in the move itself but in the occasion for the move. We are pleased with the lamentations of our friends, of course, when they regret the passing of an edifice which has embodied in it, like a museum, a treasury of arts and artifacts, of records and reminiscences, relating to the greater part of a momentous century of flour milling and the emergence of the baking industry from a basement handcraft to one of America's largest industries. Yet we are more greatly pleased when these friends speak of their understanding of why we go from it.

It is honorable to be old, said Confucius. But we like to think that in our case the sheen of age is but the luster of useful experience, and that the garment of longevity is really the bright cloak of perpetual vigor and youth.

Oh, certainly (to put all anxious questioners at ease) we'll take most of the museum pieces to the new building, including the Club Room—intact.

## On Talking to Oneself

**T**HE merchandising and marketing editor of the New York Journal of Commerce thinks bakers do too much talking to themselves. He finds they have a good story but that they don't seem to tell it to the world.

"It is estimated," he says, "that per capita use of bread has been reduced by about 37% since 1910 because of the 'fattening' stigma. Bakers are quick to declare that the public is misinformed. One slice of bread, they say, contains only half as many calories as a cocktail, only three-fourths as many calories as a teaspoon of salad dressing or a pat of butter, and approximately the same number of calories as the sugar and cream in a cup of coffee. The trouble is, bakers keep telling these things to other bakers. They even bring in prominent scientists to document the facts at trade conventions. But there is no organized campaign to carry the news to consumers."

In view of the great national baking industry promotions of recent years this indictment seems rather harsh, yet it comes from a journalistic marketing expert who does not seem to be impressed with the noise the baking industry is making about itself and its products. Bakers can at least draw the conclusion that they haven't yet become too noisy.

# JULY

# IS

# PICNIC

# MONTH



# AUGUST

# IS

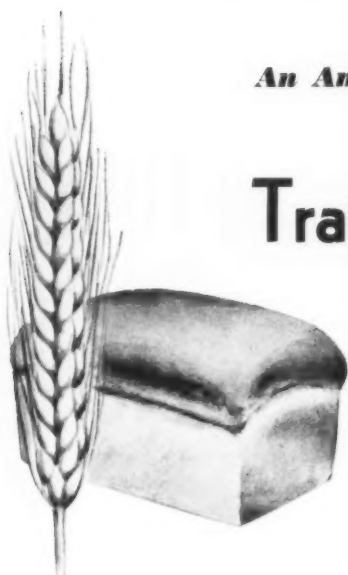
# SANDWICH

# MONTH

## This Month . . .

Questions and Answers . . . . .	Page 22
Formulas . . . . .	Pages 20, 21, 24
Ring the Baker's Door-	
bell . . . . .	Pages 48, 49, 50
Do You Know? . . . . .	Page 52
Worth Looking Into . . . . .	Pages 54, 55, 57
Merchandising, Advertising	
and Selling . . . . .	Pages 58, 59, 60, 61
In the Industry Spotlight . . . . .	Page 62
Crusts and Crumbs . . . . .	Page 63
Flour Market Review . . . . .	Page 66
Convention Calendar . . . . .	Page 71
Index to Advertisers . . . . .	Page 80





### *An American Baker Special Report*

# Training Tomorrow's Bakers

**The Nation's Baking Schools  
Are Fitting Youth for a Bright  
Future in the Baking Industry**

## American Institute of Baking

The American Institute of Baking was founded in 1919 by the American Bakers Assn. In addition to a regular 20-week course in baking science and technology, offered twice a year, the institute offers several short courses to meet needs of specific interest groups. Since the school is supported by the ABA, its facilities are available for any educational program needed by the industry.

There have been more than 2,300 graduates of the general baking course and 1,000 servicemen who were trained at the institute during World War II. In addition, about 700 production and allied personnel have completed short courses. There are 45 students enrolled in the regular course. Student capacity is 48.

**COURSES**—The curriculum for baking science and technology includes baking science, science laboratory, mathematics, experimental baking, experimental baking laboratory, bread and roll production, cake and variety products, sanitation and safety, personnel problems and library work.

During the first 10 weeks of the 20-week course, the student is taught elements of chemistry and physics and how those sciences are related to bakery ingredients and bakeshop practices. Emphasis during this period is placed on subjects related to baking, such as arithmetic and bakeshop calculations. Students produce cake and bread in the experimental bakery and score their products. During the second 10 weeks the student applies his theories to actual commercial production.

Short courses and special courses include sanitation, four days, planned for sanitarians and others responsible for sanitation programs; bakery equipment maintenance, one week, designed to assist bakery maintenance engineers in securing maximum efficiency from their equipment; baking for flour salesmen, 11 days; baking for allied personnel, 11 days, and cake course, 11 days.

**TUITION AND EXPENSES**—Tuition for the 20-week course is \$450. There are no other expenses. There are no living facilities at the institute, and board and room elsewhere ranges in cost from \$20 to \$35 a week. There is no part-time work at school, and because of the heavy school program outside work is discouraged.

**SCHOLARSHIPS**—Seven scholarships a year are available to assist students through the regular course. Created to encourage and assist well qualified men to study and to enter the baking industry, the scholarships pay their recipients \$750, which covers tuition and \$300 toward living expenses.

**PLACEMENT**—The school maintains a national placement service. The majority of students return to employers from whom they are on leave of absence. The industry's demand for institute graduates for several years has exceeded their availability.

**TEACHING STAFF**—Robert W. English, director of education; William Walmsley, principal emeritus; Welker Bechtel, research chemist; William B. Bradley, scientific director; Anthony Castellani, research bacteriologist; Charles R. Collins, instructor in maintenance and equipment; Joseph W. Dix, instructor in cakes, mathematics; Frank Hepburn, research chemist; Louis A. King, Jr., director of sanitation; Philip T. McDonald, supervising sanitarian; Donald F. Meisner, director of laboratories; Byon O. Norton, shop instructor in bread and rolls, and Charles Ulie, instructor in chemistry and physics. Their commercial experience ranges up to 40 years.

**FURTHER INFORMATION FROM**—Registrar, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.

## Dunwoody Baking School

The William Hood Dunwoody Industrial Institute, 818 Wayzata Blvd., Minneapolis, is a non-profit endowed school established in 1914 through Mr. Dunwoody's will to give instruction in the industrial and mechanical arts. The baking department is made up of two basic divisions—bread and rolls and cakes and pastries. The course is designed to provide training and instruction for operations in large commercial bakeries as well as in small shops.

According to the school, a minimum of six months baking experience or employment in a bakery is desirable as background for the training. Graduates secure positions as bakers' helpers, bench men, mixers, foremen, superintendents or managers. Others become salesmen or baking demonstrators for allied firms. The baking department has a capacity of 90 students, and currently 57 are enrolled. Only the evening school classes are co-educational.

**COURSES**—Both the bread and rolls course and the cakes and pastries course are 16 weeks in length, with a new term starting every four weeks except for summer vacation. They are general courses for both wholesale and retail bakeries.

The shop work for bread and rolls includes machine and hand manipulation. The first month's work includes dough room and shop practice; the second month this work is continued and expanded; the third month is devoted to experimental baking, using various flours, ingredients and formulae; the fourth month includes experiments with flours and ingredients in a commercial size batch. The course also includes work in bake shop management, systematizing and management of dough rooms, storage rooms, blending, shop, packing and shipping rooms, cost finding and laws affecting bread and weight.

Practical work occupies the greater part of the time in cakes and pastries. The student is taught how to mix and bake the larger variety of sweet goods. Standard equipment is used, but hand work is taught as well.

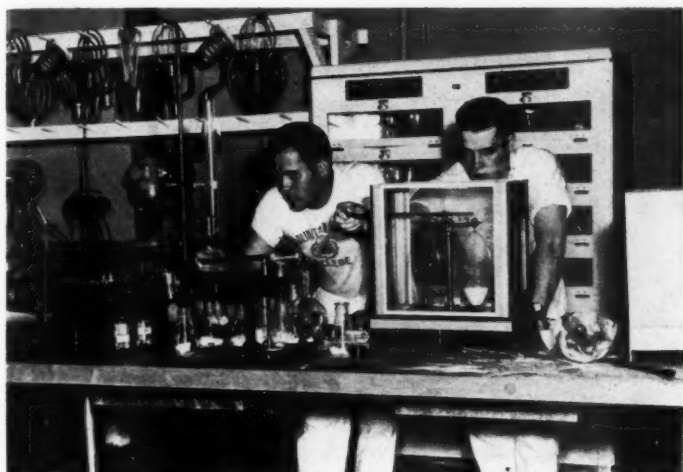
Special evening courses include experimental bread, 25 5-hour lessons; experimental cakes and pastries, 24 4-hour lessons; bread and rolls, 25 5-hour lessons; cakes and pastries, 25 3-hour lessons; cake decorating, 25 3-hour lessons; and butter cream icing, 12 3-hour lessons. These special courses start about Oct. 1.

**TUITION AND EXPENSES**—Tuition for Minnesota students is \$25 a month and for non-residents \$44 a month, plus a \$15 registration fee. Rooms, outside the school, cost from \$5 to \$10 a week, and meals at Dunwoody cafeteria cost from \$6 to \$9 a week. Part time work is available at the school and in the community. Scholarships that cover fees for both general baking courses are available. The school maintains a housing bureau and a student employment bureau.

**PLACEMENT**—The school's placement service, which operates nationally, has placed 100% of the graduates for the last four years.

**TEACHING STAFF**—J. R. Kingman, Jr., director of the institute; J. A. Butler, assistant director; W. F. Sahlin, assistant director; A. J. Vander Voort, head of the baking school; R. Harder, E. T. Harding and L. C. Wernecke, baking school instructors. The personnel of the baking school has commercial experience ranging from five to 39 years.

**FURTHER INFORMATION FROM**—William Hood Dunwoody Industrial Institute, 818 Wayzata Blvd., Minneapolis 3, Minn.



### Oklahoma A & M

The bakery department, School of Technical Training, Oklahoma A & M College, was established in 1946. The School of Technical Training is located in Okmulgee.

At least half of the training hours of all baking students is devoted to experimental bread and cake baking, actual production of breads, cakes, pies and pastries and cake decorating. The experimental shop is equipped with scales, small mixers, refrigerators, small revolving tray ovens, volumeters, fermentation cabinets, a one-man moulder and a hand-operated slicing and wrapping machine. The school's plant also includes a well-equipped bread shop and cake shop.

The baking associations of Arkansas, Kansas, Missouri and Oklahoma sponsor the school. Each gave financial help when the school was established. Their interest in the school now is focused through a joint advisory board consisting of 18 representative bakers. The school has a capacity for 30 students. There are 10 registered. The school is co-educational.

**COURSES**—The course covers bread and cake production and cake decorating. It lasts three semesters or 48 weeks. Courses are bread theory, mathematics, English, chemistry, cake theory, cake decorating, human relations and business practices. Semesters run from September to December, January to April and April to August, and students are accepted at the start of each semester.

Special courses for employed bakers include bread and rolls production, 16 weeks; cake and pastries production, 16 weeks, and cake decorating, 16 weeks. All are 10 hours a week.

**TUITION AND EXPENSES**—The tuition charge is \$235 for Oklahoma residents and \$551 for non-residents. The approximate costs in college dormitories are \$10 to \$14 a month for rooms, \$26 to \$32 a month for apartments and \$2.20 a day for cafeteria meals. There is part time work available at the school and in the community. The student loan scholarship fund provides loans to students who need help while in school. The loans are to be repaid within three years after graduating. The school maintains a housing bureau and a student employment bureau.

**PLACEMENT**—The school places its graduates nationally, and the record during the last two years has been 100%. Some baking concerns interview students prior to graduation.

**TEACHING STAFF**—O. S. Willham, president, Oklahoma A & M; L. K. Covelle, director; T. P. Chapman, head of related subjects; G. W. Clack, coordinator of instruction; R. L. Dyke, business manager; Paul England, physical education; Dorothy Richter, publicity; Jno. C. Summers, manager of bakery department; E. C. Alexander, veterans' coordinator; Helen D. Griggs, remedial education; Dorothy D. Harris, human relations; Byron L. Mead, baking instructor; Alice M. Rhodes, English, and D. A. Rowland, ceramic art. Mr. Summers has had 26 years of commercial and educational experience, and Mr. Mead has had 13 years of experience in the trade.

**FURTHER INFORMATION FROM**—Jno. C. Summers, manager, baking department, Oklahoma A & M College, Okmulgee, Okla.

### Florida State University

The only university in the U. S. at present offering a complete four year course in baking science and technology leading to a bachelor of science degree is Florida State University, Tallahassee.

The department of baking science and management was set up two years ago through the efforts of the Southern Bakers Assn., who prevailed on the expanding Florida university to include such a course in commercial baking in its school of business. The department of baking science and management offers a 4-year curriculum of basic instruction designed to prepare the student for a career in the baking industry. Feeling that every branch of the baking industry needs thoroughly prepared, soundly trained technicians and administrators, the curricula have been arranged so that



the student may elect to follow one or more of several courses. Each course of study is based upon a broad background of general education during the first two years, but specializing during the junior and senior years in preparation for the duties and responsibilities of such positions as: 1. Bakery Production Superintendent, 2. Bakery Sales Management, 3. Baking Science and Technology, and 4. General Bakery Management. All courses lead to graduation with the Bachelor of Science Degree.

A wide range of subjects is provided for election in the junior and senior years in support of directional courses in general business and administrative practice, or in scientific and technological procedure. Students will be encouraged to find summer employment, in regular industrial plants that are designated for training, to further their experience in practical application for the principles of baking science and management.

Requirements for the degree of Bachelor of Science in Baking Science are the same as for all graduates in the School of Business.

The student must enroll as a college student, with the full necessary high school credits for such action. There are 36 enrolled at present, with the capacity steadily increasing. Approximately 50 are expected in the fall of 1953, with 100 expected when the first class graduates in two years.

**COURSES**—Introduction to the baking industry; principles of bread baking; principles of cake baking; bread production—practical shop operations, also a course in cake and a sweet baked foods production; principles of bakery engineering; bakery testing and control methods; distribution and marketing of bakery products, as well as directed individual study in baking science and management. Courses are constantly being added; it is expected that a student will be able to select a major in production, management or sales as the expansion of the school continues.

**TUITION AND EXPENSES**—The year is divided into two semesters. Registration fee for Florida residents is \$150 a year, with an additional charge for out-of-state registrants of \$350 a year. Room and meals at university facilities approximates \$500, with the school assisting in locating residences. Part time work is available in many cases.

**SCHOLARSHIPS**—The Florida State department of baking science and management receives considerable scholarship aid from the Southern Bakers Assn., and many students attend with little or no private funds at their disposal.

**PLACEMENT**—The first class will not receive its degrees for two years. Summer employment is made available to all baking students where practical experience can be obtained. It is expected that many positions of responsibility in baking plants will be available to graduated students.

**TEACHING STAFF**—Dr. L. A. Rumsey, as professor of baking science and management, heads the department and administers the program. Dr. E. G. Bayfield is associate professor; a teaching and production assistant's position is open at present.

**FURTHER INFORMATION FROM**—Dr. Rumsey or the Registrar, Florida State University, Tallahassee, Fla.

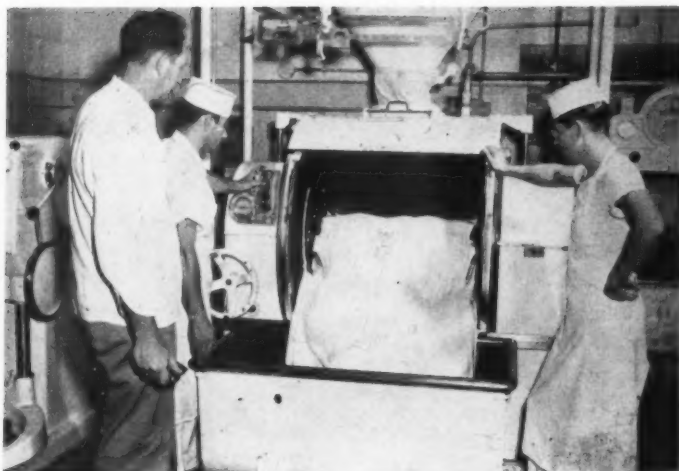
### Arlington State College

Arlington (Texas) State College is a junior college, one of four schools in the Texas A & M system. The baking school was founded in 1948, and the Texas Bakers Assn. has been helping promotion of the school.

Active in founding the baking curriculum were Roy W. Burdett, head of industrial training at the college, and a Texas Bakers Assn. advisory committee, Charles Moreland, Roy Braden, Jake Golman, E. P. Mead, H. L. Kleinschmidt, W. B. Finney, G. E. Finley, D. W. Johnson and E. M. Deck. The school, which is co-educational, offers a two-year general course in industrial baking.

The school baking plant could produce enough bakery products to satisfy the needs of a city of 10,000 population. All young men under 21





years of age, physically fit and unmarried, must take military training. There are 12 students enrolled in the baking course. Student capacity is 36.

**COURSES**—(First year) industrial relations, applied mathematics, elementary bread baking, electricity, physics, applied drafting, military science, physical education, freshman orientation, industrial relations, bake shop mathematics, bake shop (machine methods of bread production, fundamentals of mixing and baking of sweet goods), chemistry and machine shop.

(Second year), U. S. government, accounting, advanced bake shop, general bake shop (overhaul and repair of equipment), bacteriology, salesmanship, military science, military education, business organization and management, advanced bakeshop (production methods), wheat and milling, refrigeration, sanitation and nutrition and retail merchandising.

Students can enter in September and February.

**TUITION AND EXPENSE**—Tuition for in-state students for nine months is \$96. Cost for out-of-state students is \$196. Board and room costs about \$52 a month. The college estimates the nine month costs, books excepted, at about \$550. There is part time work in Fort Worth, 13 miles away, and Dallas, 18 miles.

**SCHOLARSHIPS**—Individual members of the Texas Bakers Assn. offer a \$250 scholarship. At present, this will pay the cost of college fees and books for the two years. Present scholarships are offered by the Charles Denney Co., New Orleans; American Products Co., Dallas; Mrs. Tucker's Foods, Inc., Sherman; Oak Cliff Baking Co., Dallas; Mrs. Baird's Bread Co., Fort Worth; Mead's Bakery, Abilene, and Ben C. Williams Bakery Service, Houston.

**PLACEMENT**—The school placement service placed all of the baking graduates during the last two years.

**TEACHING STAFF**—Paschal Scottino, a graduate of Siebel Institute, Chicago, and with 15 years of baking experience, handles the baking courses. Other subjects are taught by members of the engineering and general college staff.

**FURTHER INFORMATION FROM**—Roy W. Burdett, head of industrial training, Arlington State College, Arlington, Texas.

### Boston Trade High School

Organized in September, 1945, the baking school at Boston Trade High School has grown from one shop and 18 students to two shops and 80 students. The school part of the Boston, Mass., school dept., was organized with cooperation of the Massachusetts State Department of Education and the Master Bakers of Greater Boston. The school has facilities for 100 baking students, and all of the graduates are employed in the industry or are in military service.

**COURSES**—The school offers a three- or a four-year course for boys of high school age. It also gives special intensive courses to veterans and adults. The general curriculum includes use and care of equipment, bread baking, pies, muffins, cake, cookies, doughnuts, shop processes, decoration, general science, related science, mathematics, drawing, English and social studies.

**TUITION AND EXPENSES**—There is no tuition for Massachusetts residents. Part time work is available in nearby shops.

**PLACEMENT**—The school's placement service has found jobs for all graduates since the baking school was established.

**TEACHING STAFF**—Maurice J. Downey, master in charge; Arthur T. Fleming and Henry J. Cotty, baking; Ernest J. Ryan, science; John J. McGrath, mathematics; Francis C. Ramisch, English, and John J. Whelan, history.

**FURTHER INFORMATION FROM**—Maurice J. Downey, master in charge, 690 Washington St., Dorchester 24, Mass.



### City College of San Francisco

The retail baking training program of the City College of San Francisco was started in 1946. It is supported by the San Francisco Retail Bakers Assn. and the San Francisco bakers union No. 24. There are 14 students registered, and the capacity is 15. The school is co-educational.

**COURSES**—The course is set up for two college semesters of 16 weeks each. Classes run 35 hours a week, and the course covers all phases of retail baking, including basic formulae, mixing procedures, use and care of equipment, practical experience, materials, techniques of mixing, baking and decorating, and cost control. Students also are required to attend classes in related subjects, English, mathematics and science, and they may enroll in any of the accounting, purchasing or other courses offered in the regular hotel and restaurant program. The term runs from September to June, with a 4-day break in February separating the semesters.

**TUITION AND EXPENSES**—There is no tuition charge. Cost of hand tools and textbooks runs from \$15 to \$20. Board and room in the area costs about \$100 a month. Part time work is available at the school.

**PLACEMENT**—The school's placement service operates nationally, and it has placed all graduates since 1948.

**TEACHING STAFF**—George Muller, with 15 years of commercial experience, is in charge of the baking school instruction.

**MORE INFORMATION FROM**—Hotel and Restaurant Dept., City College of San Francisco, Ocean and Phelan Avenues, Balboa Park, San Francisco 12, Cal.

### Culinary School of New York

The Culinary School of New York, 135 E. 58th St., was founded in 1935 by Marcel V. Picard, who now is director and instructor. He has had commercial experience in this country and in France and has been teaching since 1935.

**COURSES**—Pastry-cake baking and petits-fours, 102 hours; artistic cake decorating, 18 three hour lessons; fancy tragacanth gum, 10 lessons; pulled and spun sugar, 10 lessons and candy making, 60 hours.

**MORE INFORMATION FROM**—The Culinary School of New York, 135 E. 58th St., New York City.

### Dobbins Vocational

Dobbins Vocational Technical School, 22nd and Lehigh Ave., Philadelphia, is part of the Philadelphia Public School System, and it draws support from the Bakers Association of Pennsylvania and the Master Bakers Assn., Production Men's Club and Bakers Club, of Philadelphia.

The baking industry's demand for applications from our graduates has for several years exceeded their availability.

Howard O. Hunter  
American Institute of Baking  
Chicago, Ill.





The baking school was founded in 1946. Student capacity is 56 and there now are 56 registered. The school is co-educational.

**COURSES**—Bread and rolls, cakes and pastries, pies, cookies, decorating and baking technology. Courses run 40 weeks a year for three years; and terms begin in September and February. A special course in cake decorating runs 100 hours a year for two years, and refresher courses for the industry are scheduled as needed.

**TUITION AND SCHOOL EXPENSES**—There is no tuition charge, except for veterans under the GI bill. White uniforms constitute the only other school expense. Part time work is available in the last year.

**PLACEMENT**—The school placement service operates locally, and it placed 100% of graduates each year since 1948.

**FURTHER INFORMATION FROM**—L. J. Lipp, coordinator, Dobbins Vocational Technical School, 22nd and Lehigh Ave., Philadelphia 32, Pa.

### Duluth Vocational

The baking course of the Duluth (Minn.) Area Vocational Technical School was established in 1948. It deals with fundamentals in the retail field, such as making of bread, rolls, cakes, pies, pastries and cake decorating. The training is designed to prepare a student for employment as an apprentice. The school, co-educational, is under the Duluth Board of Education. Student capacity is 17, and currently there are 17 enrolled.

**COURSES**—The retail baking course, including cake decorating, lasts two years. Related subjects include baking technology, methods, formula balances, costs, mathematics and related science. The school term is from September to June.

Special courses include cake decorating, 20 nights, and pastry, 10 nights.

**TUITION AND EXPENSES**—Tuition is \$10 a week, with 38 weeks in the school year. Part time work is available in local shops.

**TEACHING STAFF**—Ralph E. O'Donnell, who has had 30 years of commercial experience, handles the instruction.

**FURTHER INFORMATION FROM**—Duluth Area Vocational Technical School, 1608 London Road, Duluth, Minn.

### E. C. Goodwin Technical School

The E. C. Goodwin Technical School, New Britain, Conn., is a state school operated under the direction of the Connecticut State Department of Education. The baking department was opened in September, 1947 in response to a request by the Connecticut Bakers Assn. Baking student capacity is 25, and currently there are 15 registered.

We greatly appreciate this opportunity...we realize how much this is needed. Congratulations on this very fine effort in behalf of the baking industry.

Paul F. Muellet  
Edison Technical School  
Seattle, Wash.



**COURSES**—The retail baking course is three years. Students should be at least ninth grade graduates to enroll. The school year runs from September to June. In addition to the special baking instruction, students receive general and related courses, including a short business course.

**TUITION AND EXPENSE**—There is no tuition charge for Connecticut residents. Many students find part time work.

**PLACEMENT**—The school has a personnel director who aids in placement. Most graduates are placed in the local area.

**TEACHING STAFF**—Herbert H. Wilber is director of the school. Richard Fink, with 10 years of commercial experience, is the baking trade instructor.

**FURTHER INFORMATION FROM**—Robin Vredenburg, personnel director, E. C. Goodwin Technical School, New Britain, Conn.

### Edison Technical

Edison Technical School, Broadway and East Pine St., Seattle, is part of the Seattle Public School system. The bakery division was founded in 1943, with the cooperation of the bakery employers, the bakers union Local 9 and the school. Student capacity of the baking department is 40 and currently there are 18 enrolled. Most students are high school graduates.

**COURSES**—The commercial baking course lasts two years. This includes all day trade baking classes, including the nine months pastry making course. The school operates continuously from September to August, with a vacation period in August.

Special courses include commercial bread and rolls, pastry making, cake decorating and advanced decorating, all 12 weeks in length. Special courses are taught for groups of 15 or 20 when there is a demand.

The school also has a business education department where all office courses are taught.

**TUITION AND EXPENSES**—There is no tuition. The cost for tools, text and work clothing is about \$30. Part time work is available after several months of training. Students work in local wholesale and retail bakeries on call as jobbers and earn an average of \$15 a shift. Board and room costs about \$70 in the area. The school assists in housing after arrival of the student.

**PLACEMENT**—The school's placement service covers the Pacific Northwest states. All of the graduates have been placed during the last four years. Most graduates are employed as journeymen.

**TEACHING STAFF**—Paul F. Muellet, department head, Raymond Airhart and Jacob Lang, all full time, and Carl Ulrich and Sam Peppard, part time. Their commercial experience ranges up to 45 years.

**MORE INFORMATION FROM**—Enrollment and Counselling Office, Edison Technical School, Broadway and East Pine St., Seattle 22, Wash.

### Emerson Vocational

Emerson Vocational High School is operated by the Board of Education of the City of Buffalo, N. Y. The baking course, established in 1927, is designed for boys who have graduated from the eighth grade. Currently there are 45 students enrolled in the course.

**COURSES**—The general baking course lasts four years, and includes a laboratory course in baking technology, shop accounting and social subjects. A 20-week short course is held in evening school during the winter months.

**TUITION AND EXPENSE**—There is no tuition for local students.



**TEACHING STAFF**—David Warnhoff, principal; John F. Collins, assistant principal.

**PLACEMENT**—The school's placement service, which operates locally, has placed all graduates during the last four years.

**MORE INFORMATION FROM**—Buffalo Board of Education, City Hall, Buffalo 2, N. Y.

### Food Trades Vocational

The baking school of Food Trades Vocational High School, 208 W. 13th St., New York, was established in 1938 by the New York Board of Education and with cooperation of retail bakers of New York City. Food Trades is a vocational high school of the New York City system. Currently there are 320 baking students. Capacity is 380.

**COURSES**—General course lasts three years, with term running from September to June. In addition, there are adult courses in decorating, cakes and bread, scheduled two evenings a week. Regular students spend 50% of their time in the bake shop, and the other 50% studying English, typing, mathematics, science and social studies.

**TUITION AND EXPENSES**—No tuition. Students have a uniform charge.

**PLACEMENT**—The school's placement bureau, which operates locally, placed 80% of the graduates in 1951 and 85% in 1950.

**TEACHING STAFF**—Jules J. Casalbore, William Sultan, William Bodenstein, Joseph Seiderer, Burton Abramowitz, Ned Peyton and Julius Mamlock, all members of the baking faculty. They have had from 10 to 22 years of experience in the baking business.

**FURTHER INFORMATION FROM**—Jacob Simonson, principal, Food Trades Vocational High School, 208 W. 13th St., New York City.

### J. C. Laney, California

J. C. Laney Trade & Technical Institute is a unit of the Oakland (Cal.) Public Schools which offers instruction in 38 different trades. Full time training in the baking department was started in 1950.

The course was established at the joint request of the East Bay Retail Bakers Assn. and the bakers union, Local 119. Representatives from these groups serve on the joint baking apprentice advisory committee and the trade advisory committee for baking training. Godfried Laine is committee chairman, and Everett Beasley, Local 119 representative, is secretary. All classes have been approved for veterans under the Korean veterans training bill. Student capacity is 15.

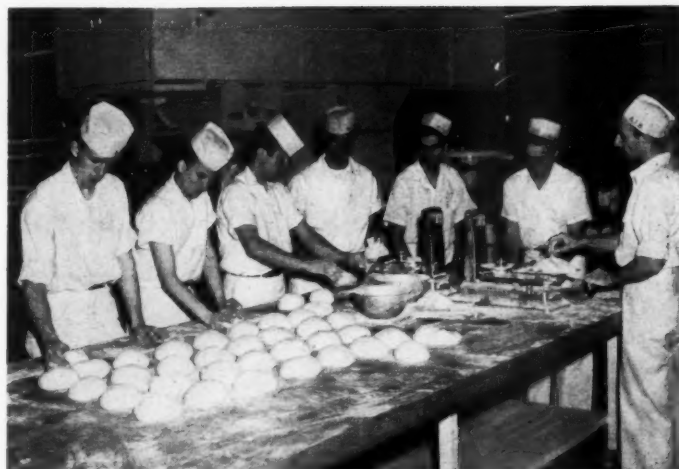
**COURSES**—The baking course comprises 1,800 hours. The school term runs from September to July, but students may be admitted during the year if there are openings. Small classes (held to 15) expedite progress for superior students.

The related instruction course for apprentice baking lasts 576 hours (144 hours a year for four years). Instruction supplements on-job training of employed apprentices. The cake decorating course (trade extension) is conducted three hours twice each week and lasts for 300 hours.

**TUITION AND EXPENSES**—Tuition charge is \$2 a semester. Careful budgeting will permit a student to get by on \$75 a month for living expenses. Some part time work is available.

**PLACEMENT**—Graduates are placed through cooperation of the advisory committee working with the instructor.

**TEACHING STAFF**—Albert Martin, day pre-apprentice and evening apprentice classes, and F. Martin, cake decorating instructor.



**FURTHER INFORMATION FROM**—Paul D. Thomas, principal, or Thomas W. Cole, vice principal, Laney Trade & Technical Institute, 240 E. 10th St., Oakland 6, Cal.

### Lindsey Hopkins, Florida

Lindsey Hopkins Vocational School, 1410 N. E. 2nd Ave., Miami, is a vocational department of the Dade County (Fla.) Public School System. The school includes a commercial baking course for hotel and restaurant operation as the second half of a 3-year course in commercial cooking and baking. There is a \$2 registration fee. At present, the school is being reorganized. Further information may be obtained from the registrar, Lindsey Hopkins Vocational School, 1410 N. E. 2nd Ave., Miami, Fla.

### Los Angeles Trade-Technical

The commercial baking class of the Los Angeles Trade-Technical Junior College was organized in 1931, by the late Benjamin E. Butler. Frank J. Lobeda, assistant supervisor, has now taken over. Mr. Lobeda formerly owned two retail bakeries, and also worked as superintendent in wholesale plants. He is a graduate of the American Institute of Baking, Chicago, Parish Cake decorating school of Los Angeles, and also a graduate of the Los Angeles Trade-Technical Junior College (Frank Wiggins Trade School) commercial baking department. He received his teaching certificate from the University of California at Los Angeles.

The Los Angeles Trade-Technical Junior College, formerly known as Frank Wiggins Trade School, is well known. In the past 27 years, 147,000 persons have been trained in 55 trades of this school. Commercial baking is one of these trades.

**COURSES**—The commercial baking course includes retail and wholesale phases of baking, both practical and technical. The course is set up with a minimum instruction period of 10 months and a maximum of two years. A certificate of graduation is given to students who complete the 10 months course, and an Associate in Arts degree in commercial baking to those who take a two year course in baking plus four academic subjects: English, political science, hygiene and U. S. history.

**TUITION AND EXPENSES**—The baking industry has contributed to a scholarship fund authorized by the school baking advisory committee. The committee is composed of leading men in the industry. The contribution of the industry makes it possible for qualified young men to receive \$250 per school year at the rate of \$25 per month. A number of men take advantage of the scholarships offered in commercial baking at Trade-Technical, which is a free public school and is approved for veterans.

**FURTHER INFORMATION FROM**—Frank J. Lobeda, instructor, Commercial Baking, Los Angeles Trade-Technical Junior College, 1646 So. Olive St., Los Angeles 15, Cal.

### Milwaukee Vocational

Milwaukee Vocational and Adult Schools, 1015 N. 6th St., added a baking course to its industrial department in 1947 to meet the needs of World War II veterans. Currently there are 10 students taking practical work one day a week. Student capacity is 20.

We think this a worthwhile project as we have found by experience that very few men know the opportunities in the baking industry.

Roy W. Burdett  
Arlington State College  
Arlington, Texas





**COURSES**—Required unit courses are buns, rolls and bread, sweet rolls and coffeecakes, refrigerated doughs, cakes and icings, pies and pastries, cookies and tarts, fundamental cake decorating, special cakes, yeast goods, cake making, bakery management, selection and training of bakers, experimental baking of yeast goods, experimental cake making, mathematics for bakers, bacteriology for bakers, safety and hygiene, nutrition, and hotel pastry baking. The sequence of studies is based on 2,160 hours of school instruction, six hours a day, five days a week for 72 weeks.

**TUITION AND EXPENSES**—For Milwaukee students there is a registration fee of \$1.50. In addition, non-residents pay \$1.50 a day, payable one quarter in advance. Fee for texts, materials and supplies is about \$45.

**TEACHING STAFF**—Robert Deiley conducts the baking classes. Another teaching position is vacant.

**MORE INFORMATION FROM**—Miss Isabel Scholl, Milwaukee Vocational and Adult Schools, 1015 N. 6th St., Milwaukee, Wis.

### National Baking School

The National Baking School, 835 Diversey Pkwy., Chicago, is a division of Markus-Campbell Co. The school, started in 1936, offers a 60-lesson home study course in modern baking practice and management. The course has been arranged to cover a period of 15 months, but there is no set time schedule. Approximately 600 students currently are registered.

**TEACHING STAFF**—J. K. Rich, instructor; George H. Good, Jr., administrator and supervisor; A. E. Hansen, administrator and supervisor; Joseph E. Markus, administrative head, and Reuben P. Markus.

**TUITION AND EXPENSES**—Cost of the course is \$78.

**PLACEMENT**—The school maintains an employment guidance service for advanced students and graduates.

**MORE INFORMATION FROM**—National Baking School, 835 Diversey Pkwy., Chicago 14, Ill.

### Pittsburgh Vocational

South Vocational High School is a part of the Pittsburgh, Pa., public high school system. It offers a four year course in commercial baking to boys who have completed grade school. The local retail bakers association has been very active in promoting the school and in cooperating with part and full time employment. The school was founded in September, 1952, and is presently operating at capacity, although no students have been graduated, with 48 enrolled.

**COURSES**—The school year runs from September to June. A well-organized program of practical instruction in shop work is offered, accompanied by related and academic subjects.

Throughout the school year I am besieged by bakers with requests for part-time help. It is not an easy job to recruit boys to study baking ... bakers themselves are to blame for the shortage of trained bakers -- only one baker in this area actually brings boys to the school and enrolls them. There are unlimited opportunities in the field of baking.

Maurice J. Downey  
Boston Trade High School  
Boston, Mass.



**TUITION AND EXPENSE**—There is no tuition charge for local boys; oftentimes tuition for out-of-Pittsburgh students can be paid by the sending school district. Part time work is available.

**PLACEMENT**—Most graduates will be placed in the local area.

### Reprints Available

Reprints of this special article on the nation's baking schools are available from the Editor, The American Baker, 118 South Sixth St., Minneapolis 2, Minn. Moderate numbers will be supplied without charge; for quantities of more than 10, prices are available on request.

**TEACHING STAFF**—Carl Tadeligs, with 25 years commercial experience.

**FURTHER INFORMATION FROM**—James E. Shannon, principal, South Vocational High School, South 10th and Sarah Sts., Pittsburgh 3, Pa.

### San Diego Vocational

The baking and food trades dept. of San Diego Vocational School, 835 12th Ave., San Diego, Cal., is temporarily closed because of the shortage of instructors, but will reopen Sept. 14, 1953. The baking department, founded in 1948, is supported by the San Diego Retail Bakers Assn. and the bakers union. Student capacity is 30 day students and 30 evening extension students.

**COURSES**—The retail baking course lasts two years. The school also has a pre-employment class and a one year evening extension class for employed bakers. Allied courses for regular students are bookkeeping, accounting, business law and salesmanship. The school term is from September to June.

**TUITION AND EXPENSE**—There is no tuition. The registration and laboratory fee is \$6 and the health examination fee is \$5. Part time work is available in San Diego.

**PLACEMENT**—The school operates a placement service which in most years places all of the graduates.

**MORE INFORMATION FROM**—San Diego Vocational School, 835 12th Ave., San Diego 2, Cal.

### Siebel Institute

The Siebel Institute of Technology, 4043 W. Peterson Ave., Chicago, was founded in 1915 by Dr. F. P. Siebel, Sr., and is operated by the J. E. Siebel Sons' Co. It offers a correspondence course in scientific baking of 50 lessons, with no time limit in which the student must complete the course.

F. P. Siebel, Jr. is president, and Kurt Becker is vice president and dean. Cost of the course is \$187.50, and the institute operates a placement system nationally. Further information may be obtained from Michael J. Reiser, registrar, Siebel Institute of Technology, 4043 Peterson Ave., Chicago 30, Ill.

### Spokane Trade School

The Spokane (Wash.) Trade School, 714 W. 4th St., has courses in cake decorating and apprentice training. Martin Mikoski, who has 25 years of commercial experience, is the instructor in charge. The school is co-educational. The tuition charge for a year is \$7.50. Currently there are 14 students registered, and capacity is 24. The school maintains a student placement service.





**LAKE MICHIGAN CONFERENCE**—Several new display and merchandising ideas were featured at the recent gathering of the Lake Michigan States Bakers Conference in Milwaukee. One of them was the "peep show" using three-dimensional illustrations of bakery equipment, ingredients, and display styles. The crowd gathering around the show is seen in the illustration at the left above. In the center is the cake decorating display, and at the right

is shown the work of Emil Hilbert, Hilbert's Bakery, Chicago, who entertained the passers-by with his artistry in sugar. The illustration of President Eisenhower was sent directly to the president, and the plaque lying on the table was later presented to William F. Thie, Virginia Bakery, Cincinnati, president of the Associated Retail Bakers of America, in one of the ceremonies which climaxed the convention.

## "There Must Be a Better Way"

By FRANK W. COOLEY and HENRY S. FRENCH  
American Baker Editorial Staff

MILWAUKEE—With one of the largest crowds in its short history studying production and merchandising, the Lake Michigan States Bakers Conference made the most of its theme here May 17-20:

"There Must Be a Better Way."

Sharing the spotlight with the afternoon and evening business sessions was the "Allied Idea and Service Parade," with a large number of allied companies participating and approximately 80 booths stocking their exhibit space with ideas, suggestions and new methods to benefit their customers. Total attendance was 515, with about 175 bakers represented.

The first general session had T. E. McCully, Carpenter Baking Co., Milwaukee, president of the Wisconsin Bakers Assn., calling it to order, and Richard O. Worland, Dietzen's Bakeries, Inc., Kokomo, president of the Indiana Bakers Assn., as session chairman.

Mr. Worland read a report of a convention which could have taken place recently, judging from its preoccupation with quality production, sanitation and fair competition, but which actually was held in 1905. He pointed up the theme of the convention with his address of the same title.

Previously, Thomas B. Lyter, D.D., of the local Washington Park Presbyterian Church, entertained the crowd with a collection of anecdotes, saying that "A man gets wise through lots of why's."

Following the luncheon, Henry Hummel, Hummel Bakery, Robinson, Ill., opened the session with song. This is the 45th convention (either the Lake Michigan group or the Illinois Bakers Assn.) which Mr. Hummel has sent off in this fashion.

Jack Reiger, Quality Bakers of America Co-op., Inc., New York, in his discussion of "Tomorrow Is a Selling Job," said that bakers must "face the problems of today to prepare for the bright tomorrow."

Mr. Reiger was substituting for George Graf, QBA, who was scheduled to speak on the afternoon program May 18. An optimistic outlook was taken by Mr. Reiger. The tomorrow for the baking industry should be an interesting one, he said, calling attention to the innovations and conflicts which might be expected.

There are two factors which favor eventual success for bakers, said Mr.

Reiger, pointing at the population increases in the U.S. and the higher prices bakers are able to obtain for their products. However, he cautioned that new situations can arise which make it expedient for bakers to remain alert.

He mentioned several problems which also must be faced. The problems are: 1. The decline in per capita consumption of wheat flour products; 2. Competition for the human stomach; 3. Rising costs and rising prices; and 4. Competition within the industry.

In searching for solutions to the problems, Mr. Reiger offered a few suggestions which should help bakers meet tomorrow's selling challenge. They are:

1. Take part in industry activities—support the American Bakers Assn.
2. Advertising should promote the whole industry.
3. Join the Loyal Loafers (see story on page 70 of this month's American Baker).
4. Pay more attention to distribution costs.
5. Supply better leadership in the plant and in industry affairs.

The problem of sanitation within the bakery was made meaningful by a light-hearted skit, giving the burlesque treatment to a Food & Drug Administration inspector's visit to a bakery plant. Starring in the production, entitled "Keep It Clean, or who Kneads Bugs, or Bred to Be Good," were the following: T. L. Hugé, the Hugé Co., St. Louis, Mo.; Dr. E. L. Holmes, American Sanitation Institute, St. Louis, Mo.; Ray Frink, National Yeast Corp., Chicago; Phil Orth, Jr., Ph. Orth Co., Milwaukee; Ted Lauder, Ekco Products Co., Chicago; Lenore Koenig, Ph. Orth Co., Milwaukee; Ralph Herman, General Mills, Inc., Minneapolis; Joe Vann, Vann's Bakeries, Milwaukee; and Thelma Dallas, secretary, Illinois Bakers Assn., Bloomington.

After the skit, Dr. Holmes outlined the "morals." A sanitation committee should be formed in each plant, he said, and a plant sanitarian should be appointed. Weekly meetings should be inaugurated, with regular inspections and a consulting firm should be engaged.

The final speaker on the afternoon program May 18 was Clarence E.

Manion, Doran & Manion, South Bend, Ind., former dean at the University of Notre Dame, who emphasized the value of the constitution of the U.S., and the importance of safeguarding it. He urged resistance to concentration of power in the hands of government.

### Retail Sales Girl Clinic

About 250 retail bakery sales girls attended the Retail Sales Girl Clinic conducted the evening of May 18 as a part of the program of the Lake Michigan conference. A program designed to help retailers at the point of sale was given.

C. G. Swanson, General Mills, Inc., Milwaukee, Wis., was chairman of the session. Bern Godde, Godde's Pastry Shoppes, Battle Creek, Mich., past president of the Associated Retail Bakers of America, and William Thie, Virginia Bakery, Cincinnati, Ohio, current president of the ARBA, urged the bakers present to join the national organization.

The problems of the sales girls were covered in various skits. The first skit, entitled "Telephone Sales," showed the wrong way, then the proper way, to take orders on the phone. Playing in the skit were Mrs. John Bohren, Bohren's Home Bakery, Milwaukee, assisted by Miss Marion Magin, Wisconsin Telephone Co.

### Tips on Telephone Selling

Several tips on phone selling were dramatized. It was pointed out that the phone should be answered on the first ring, and that if the baker cannot talk immediately, it should be explained why, with an offer to call back made. The bakery should be identified immediately, as well as the speaker. The last name of the girl should be used. A rising inflection should be adopted, a slow speaking pace used and names and messages should be verified. A customer on the phone presents an opportunity for additional selling, and an effort should be made to interest him in other items. Common expressions, such as "OK," should be avoided.

Another skit pointed up methods of related selling. Playing in this were Mrs. George Pinahs, Pinahs Pastry Shop, Milwaukee, and Miss Eleanor Skeffington, also of Pinahs. A third part of the program, show-

ing how to handle complaints, was handled by Mrs. Walter Grebe, Grebe's Bakery, Milwaukee. Mrs. Grebe stressed the importance of courteous service, expression of appreciation, and cheerfulness. You should handle the complaint, she said, instead of letting the complaint handle you.

Still another skit was employed to show how to handle the sale of specialty items. Acting out this playlet were: Rose Gscheidmeier and Arvina Davis, Pete's Home Bakery, Milwaukee, and Florence Stone and Nancy Kessler, Kullmann's Better Made Bakery, Milwaukee.

Concluding the evening session, Tom McCarthy, McCarthy Associates, Rochester, N.Y., outlined a program of retail promotion for tomorrow. He pointed out that if retail bakeries keep closing at the present rate, one of three will be a casualty in the next years. This does not have to be true, he said, urging that an advertising budget of 2% of gross sales be set up.

Local advertising, he observed, can be effective. He recommended a direct mail campaign to reach regularly 1,000 families in the shopping area of the retail store.

### Wholesale Section

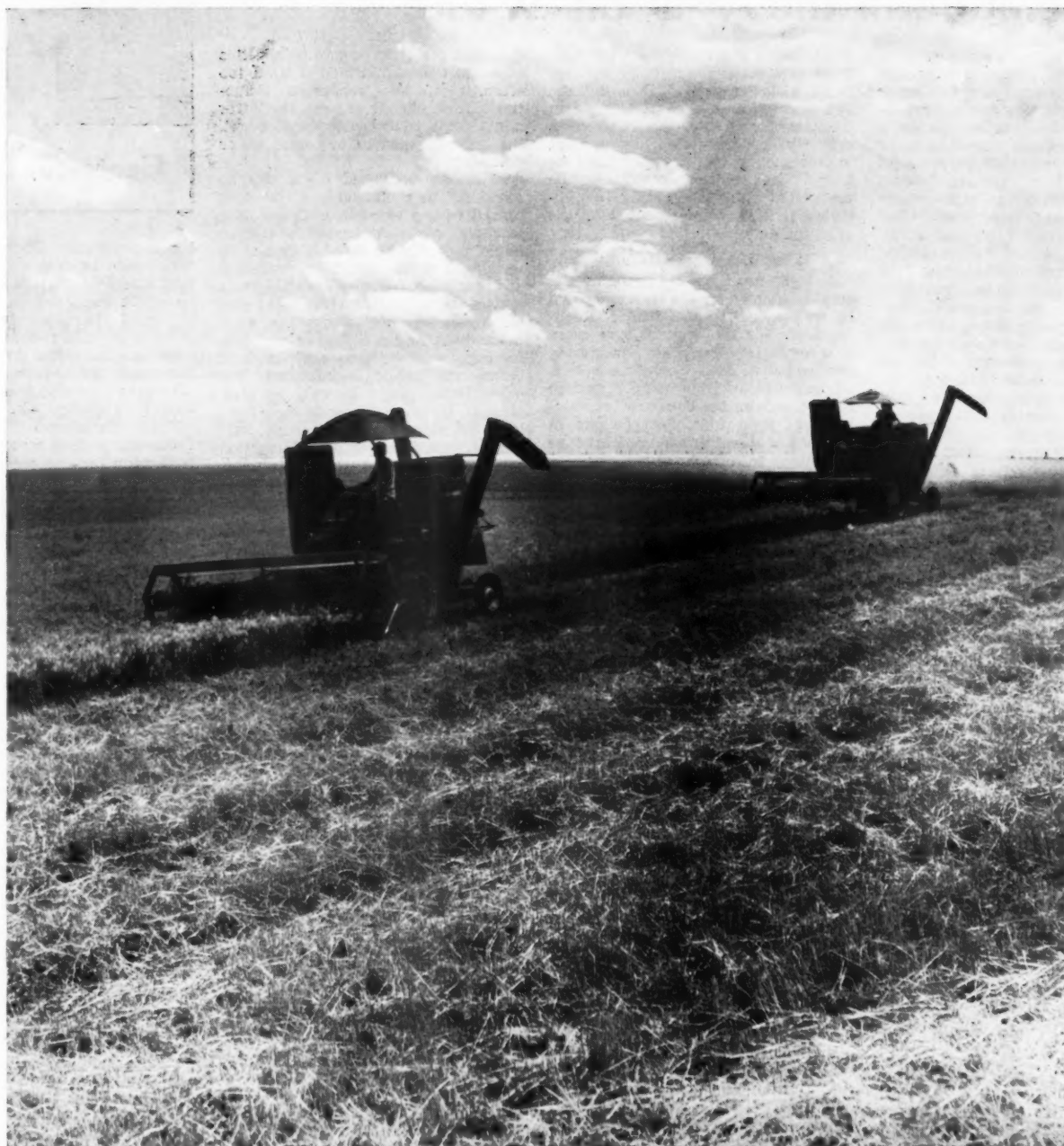
The wholesale section of the evening sessions was a double header—with half of the meeting being held in the Milwaukee Auditorium and the other half in the Milwaukee County Stadium behind the Milwaukee Braves dugout. Enough bakers attended the session so that a spirited "bull session" type of evening resulted.

The session was brought to order by T. E. McCully, Carpenter Baking Co., Milwaukee, and president of the Wisconsin Bakers Assn. Edward Sikkema, Dutch Treat Bakers, Inc., Kalamazoo, Mich., and president of the Michigan Bakers Assn., was not present.

E. E. Kelley, Jr., president of the American Bakers Assn., Chicago, in his discussion on "Big Things Are Ahead for Bakers," emphasized that the ABA is trying to step up activity in all of its departments, with the Bakers of America Program receiving unprecedented attention as it gets under way on another new phase of its activity.

Mr. Kelley cited a questionnaire

(Continued on page 65)



## *57 Years of Harvests*

... is behind the quality and world-wide acceptance of Kansas Milling flours. The enviable reputation of these fine flours has been built by an organization that is magnificently equipped and staffed for the purpose of serving you.

**The Kansas Milling Company • Wichita, Kansas**

*Mills at Wichita, Cherryvale, and Moundridge, Kansas — Marion, Ohio*

CAPACITY, 12,000 CWTS.

STORAGE, 4,500,000 BUSHELS



# You Can Get Your Employees' Cooperation in the War on Waste

Recent years have seen employers in all industries prodding their imaginations for new ways to inspire efficiency among employees. Not all have succeeded. Doubtless many a boss has puzzled the fact that while some workers can spot an error of two cents in their weekly paycheck, they never feel a qualm at the waste of five dollars in dusting flour. Why? Is the careless employee the legitimate child of sloppy management? Can management educate labor?

Surveys of late have indicated that employers presume too much. They presume that employees know the cost of materials they use. They presume that they are aware of the extent of waste and its burden on the employer. It is only when such presumptions are blasted that management approaches the task of educating the workers to cost control.

Briefly the methods of enlightenment can be grouped as follows:

- Oral contacts
- The written word
- Visual aids
- Training programs and other channels

It is fairly certain that a small, informal meeting is the best medium for exchange of information with employees. It is a two-day transmission belt, in fact, for it enables the workers to suggest better methods which might never have occurred to the employer. It enables the executive to phrase his thoughts in language suited to each individual level. More than that, by the facial expressions and by the questions asked, he can discover if his words are being understood.

Enthusiasm is vital to the success of any drive on costs. In these intimate gatherings the leader can, by sheer force and conviction, awaken a contagious desire for better performance. While it is folly to expect that all workers will suddenly become ardent practitioners of economy, most will respond favorably to a logical appeal.

One precaution, learned painfully by the writer at some cost, is that of simplicity. Do not attempt to load

the mind of the employee with hundreds of facts in one meeting. Rather, begin with the most obvious defects, the ones most easily remedied. In later sessions, after all have been properly congratulated for recent improvements, more projects can be added. The problems should never be presented as so staggering, so immense that discouragement dulls the urge for action.

## Plan Meetings Carefully

If these meetings are to be on the employee's own free time, they should be well-publicized in advance. Regular dates for the sessions give more chance for success than spasmodic, hastily called ones. Some times it is advisable to ask those who intend to come to advise the company, explaining that some idea must be had in advance of the attendance, to arrange for chairs or refreshments.

Quite naturally there are other uses of the spoken word besides that of meetings. Since the foreman is usually close to management and also to the working force, he is an important tool in the process of communications. Hence, he should always be preinformed of the subject matter of employee meetings. Then he can corroborate any statement in later conversations with the men. Understandably, the foreman, a man who has risen from the ranks and whose competence is directly known to his crew members, might command more of a hearing than a company executive. A fact presented in the dressing room somehow rings truer than one in a meeting hall.

An eastern machinery manufacturer uses another method. He has the various shops equipped with loud speakers over which he frequently announces the scores of baseball games and other bits of news. Interspersed with these tidbits, he finds time to work in a few facts about production costs, wastes and complaints. Whether such practices are good is debatable, although the manufacturer, in this case, insists that the place to discuss production problems is on the production floor.

Some employers prefer the use of the written word over the face-to-face contact, although the great majority use a combination of the two. Letters to the worker's home, house organs, annual reports to employees, manuals, booklets, pay envelope inserts, bulletin boards, advertisements in newspapers, and many other devices are currently being used to get the company story across to the employees. Here again is a medium of communication that is still in its infancy.

Experience has proved that the employee absorbs factual matter about his company best when it is fed in less strenuous doses. House organs, for example, may often contain as little as 10% of their material in the form of charts and figures, compared to 90% of humor, news of employee activities, and gossip. Even the slim space devoted to the employer, however, should be carefully prepared. Pie charts, cartoons, and easily recognizable symbols are freely used to accent the message.

## Use of Personal Letters

Since people are always individuals rather than mass audiences, a personal letter to the employee's home from the president of a firm often

carries a powerful impact. While this effect can be diminished if used too often, it gets some readership. Sometimes, for a change of pace, the letter might come from the superintendent, the sales manager, or some other official.

If letters are used on a regular schedule, they should not be concerned with a repetitious theme. For example, while one month's missive might properly be devoted to a matter of costs, it should be preceded, and perhaps followed, with letters on less stern matters. One might give employees advance information on a new advertising program or on plans for expansion, so that they know it before the public is informed. Another letter might be only to compliment them on the way they have kept the plant in orderly shape. Still another could be purely information such as is gleaned from the many sources of inside Washington news and the like, that come to the desk of the boss. Then, when a heavier blow is dealt, its effect has not been dulled by too many previous doses.

When a rubber company near the Naugatuck Footwear Plant, in Norwalk, Conn., was closed, then reopened under a trustee, the manager of Naugatuck found it good subject matter for a letter to his own workers. He quoted the words of the trustee:

"I specially call your attention to the recommendations Mr. De Laney made to Judge Hincks for reestablishing the rubber company on a sound footing. They are:

1. Reduce cost.
2. Improve quality.
3. Reduce amount of returned goods.
4. Increase production.
5. Increase working capital.
6. Improve quality of management.

"There is something about those words that has a familiar ring. Yes, we have been talking, and will continue to talk, about the same things here in Naugatuck. In our business, as in every other business, they are the real dangers constantly threaten-



Contributing  
Editor

George J. Emrich

ing our security. One makes a mistake when he lets himself be lulled into a feeling that 'It Can't Happen Here.' It happened in Norwalk and it could happen elsewhere. The amount of effort and skill you put into your individual job is important in the attainment of our common goal—making certain that it does not happen in Naugatuck.

"The management of Naugatuck Footwear pledges strong, progressive leadership for our company. We feel sure all our employees will continue to do their part toward improving quality, eliminating waste, and increasing productivity. Working together in such a fashion, we in Naugatuck cannot miss. We will face the future with security and in possession of a good job with a good company."

Later the manager reported, "Judging by the many comments I'm getting every day from workers and the supervisory group, this message really hit home."

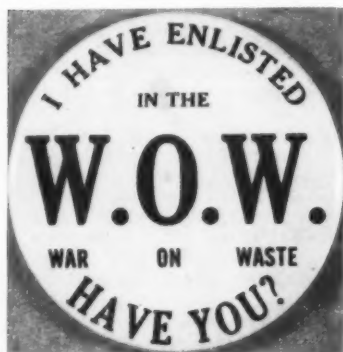
A good reaction is obtained from continuous charts posted on the walls near production. Records of scaling efficiency, use of dusting flour and grease and oils, can be represented with a bar chart, using cellophane tape for gains, and red tape for losses. Here it is very important that accuracy be observed. A mistake in the inventory, showing a false loss or gain, can reduce the worker's confidence in the charts. After this it is hard to erase the skepticism.

Even the most effective ways of such communication lose their force with the passage of time. It is a good idea to be prepared to use a change of pace. A sudden switch from bar charts to a simple daily memo on the bulletin board sometimes reawakens flagging interest. Slips attached to time cards or to check vouchers also get attention if they are not used too frequently.

The Walter Freund Bread Co., St. Louis, inaugurated a war on waste campaign, known as W. O. W. Employees signed pledges specifying various wasteful practices that they would help to eliminate. Membership cards and buttons were distributed to those who signed, designating them as one of several brigades of the W. O. W. This is a dramatic and effective way of enrolling workers in what otherwise might strike them as a dull task.

Some bakeries issue an annual report, professionally printed, to sell the company story to their employees. In Enlisting Employees in Cost Reduction, a recent booklet issued by the Metropolitan Life Insurance Co., 30 out of 67 companies polled use the annual report to give employees such information.

A real effort is made in such reports toward a vivid presentation of facts. The average worker is only puzzled or bored at the cold statistics that delight the C. P. A. At the



**WAR ON WASTE**—A dramatic and effective way of enrolling employees in a campaign to eliminate wasteful practices is that undertaken by the Walter Freund Bread Co., St. Louis. Membership buttons were distributed to those employees who pledged their support of the W. O. W. Membership cards were issued and an otherwise dull campaign aroused considerable enthusiasm and achieved the desired beneficial effects.



**POSTERS** such as this are a valuable aid in a program of building cost awareness. Examples of such aids can be found in the report "Enlisting Employees in Cost Reduction," prepared for Metropolitan group policyholders by the Policyholders Service Bureau, Group Division, Metropolitan Life Insurance Co., 1 Madison Ave., New York 10. However, when sanitation posters, union posters, and cost reduction posters share the same area the effectiveness of all is lessened.

## PLEDGE OF PARTICIPATION

I hereby enlist in the *Production Department Brigade* of the  
Freund Organization of the

# W.O.W.

## WAR ON WASTE

and pledge myself to reduce waste by—

- 1—Turning off all lights and power when not needed.
- 2—Carefully weighing and measuring all ingredients that are used thereby preventing waste in amount used.
- 3—Seeing that weights of each kind of goods are exactly right, thereby avoiding the waste of the finished product on account of wrong size.
- 4—Using all machines carefully and only for the use for which they were intended.
- 5—Seeing that each machine is properly set before starting so that no damage is done by improper setting.
- 6—Reporting in writing any fault, minor or major, in working of machines, so that greater damage is not caused by using such machines without correction of fault.
- 7—Being careful that dough or any material does not come in contact with floor of shop or any part of any machine which might cause it to become unfit for use.
- 8—Taking proper care of all equipment and machines in my charge so that the term of use of each is extended to proper lengths.

To all of the foregoing I pledge my best efforts under no less a penalty than that of bringing down upon myself the burden of a guilty conscience and the scorn of my co-workers, should I violate this pledge of Participation in the W. O. W.

Signed.....

end of discussion of the company's income statement in the Daystrom, Inc., Annual Report to Employees for 1950, a cartoon figure "Wastie" gloats "I Got Mine! I took some from everybody." A series of pictures shows him stealing successively from the employees, the officers, and the stockholders, as well as from the fund for future growth, all through waste of materials and employee time.

At first glance the practical businessman might assume that cartoon presentations are a frivolous desecration of sober facts. Among men who make their living from the science of communication, however,

there is a growing respect for the comic book technique. A large farm equipment manufacturer was reaching for the attention of the youth on the farms of the nation. A horde of booklets, all in cartoon style, was distributed among the 4H clubs, showing the importance of modern equipment and of good maintenance practice. To the surprise of all, it was later found that the adult farmers were the most avid readers of these publications.

A St. Paul advertising firm has just issued an expensively prepared booklet for the banks. Titled, *The Story of Money*, it was carefully researched to give the history of money from earliest civilization up to today. Intended for distribution through schools, it is printed on fine paper in four colors. Every page of it is in cartoon style. In spite of this, the first printing of 3,500,000 copies is expected to land mostly in the eventual hands of adults, and is intended to become an insert in home libraries and in encyclopedias. These men, who know their business, have learned the value of visual presentation of figures.

The same methods may be used in employee manuals, interim reports, and occasional booklets devoted to specific problems.

The Bell Telephone Co. of Canada, after filing for an increase in rates, issued a booklet to its employees, called "Why?" Since hearings were delayed for quite a while, another booklet entitled "Remember Why?" was issued to enliven employee interest on the subject.

The horizon is wide for any em-

ployer who seeks to sell his problems to members of the working force. In the report *Enlisting Employees in Cost Reduction*, the Metropolitan Life Insurance Co. summarized its poll as follows:

### CHANNELS USED BY 67 COMPANIES

CHANNEL—	Number of Companies
Employee magazines .....	47
Annual reports to employees .....	30
Foreman training .....	28
Posters .....	19
Letters to employees .....	18
Meetings .....	17
Suggestion systems .....	11
Antiwaste campaigns .....	8
Interim reports .....	7
Executive training .....	6
Booklets .....	6
Employee manuals .....	6
Moving pictures .....	6
Bulletin boards .....	5
Personal contacts .....	5
Union committees or meetings .....	5
Pay envelope inserts .....	4
Employee training plans .....	4
Bulletins or memos to employees .....	3
Displays .....	3
Contests .....	3
Attitude surveys .....	3
Slide projections .....	3
Plant tours and open house .....	3
Profit sharing .....	2
Advertising .....	2
Orientation programs .....	2
Materials conservation program .....	2
Stickers .....	2
Press releases and local newspapers .....	2
Employee stock ownership .....	1
Radio .....	1
Work simplification plans .....	1
Exhibits .....	1
Quality control manuals .....	1
Safety programs .....	1
Industrial relations councils .....	1
Check vouchers .....	1
Quizzes .....	1

Ever-increasing use is being made of "industrial films," which are used to tell a story to consumers or employees via the visual road. This publication has a complete list of films, film strips and slides of interest to the baking industry, available on request.

Certainly the growing awareness of the value of employee opinion will spread. Among the hardheaded businessmen who have used and continue to use the above methods, there are many who have been chagrined when their efforts did not immediately hit the target. Like any advertising program, the emphasis should be on sincerity and continuity. If the first releases are greeted by cynicism, the second and third come closer to the mark. The weight of evidence is there. Employers are getting the message across.

—BREAD IS THE STAFF OF LIFE—

## SBA Production Conference Set for Sept. 13-15

ATLANTA—On Sept. 13-15, the Southern Bakers Assn. will present its annual retail and wholesale production conference at the Biltmore Hotel, Atlanta, under the chairmanship of J. M. Albright, American Bakeries Co. Mr. Albright has selected A. W. Kimble, Swift & Co., Atlanta, and William S. Waldorf, Waldorf Pastry Shop, Macon, Ga., to act as co-chairmen.

The conference will follow the established pattern of a variety of subjects chosen to cover the latest changes and developments in all phases of the industry. Each speaker is nationally known in his respective field, and discussion periods will follow each session.

With the possible inclusion of one or two speakers for the retail session Sept. 13, the program is complete, according to E. P. Cline, secretary. As the program now stands, the retail session will open Sunday morning under the direction of Mr. Waldorf, who is also president of the Georgia Retail Bakers Assn. The

speakers to be presented are Wm. E. Broeg, International Milling Co., who will conduct the cake session, and Irwin O. Rohrbach, Standard Brands, Inc., who will take over the sweet goods-coffee cake session.

On Sept. 14, E. E. Kelley, president of the American Bakers Assn., will convey greetings of the national association, followed by greetings from the American Society of Bakery Engineers by president M. J. Swortfiguer, Kroger Co., St. Louis, and secretary-treasurer Victor E. Marx. An interesting feature on Monday is the conducted tour of the modern bakery facilities of Colonial Stores, Inc., through the cooperation of Louis Barth, who is in charge of all bakeries for Colonial Stores. Additional information regarding this tour will appear at a later date.

"Once again, this is your conference," Mr. Albright said. "With the ever-changing trends and problems of the baking industry, it is to the advantage of every baker to attend this meeting and bring his key personnel."

Reservation forms will be mailed at an early date. The program follows:

### RETAIL BAKERS SESSION

#### Sunday, Sept. 13:

Greetings by Mr. Albright.

Invocation.

The president and secretary speak. The Retail Bakers Session—Wm. S. Waldorf, co-chairman.

"Quality Cakes for the Sales Dollar," Wm. E. Broeg, International Milling Co., Minneapolis, Minn. Adjournment for luncheon.

"Sweet Goods and Coffee Cakes for the Sales Dollar," Irwin O. Rohrbach, Standard Brands, Inc., New York, N.Y.

Bull Session, Mr. Wm. S. Waldorf.

### WHOLESALE BAKERS SESSION

#### Monday, Sept. 14:

Greetings by Mr. J. M. Albright.

Introduction of co-chairmen.

Introduction of SBA officers.

Invocation.

The President speaks.

"Our Secretary Sez."

"The College Graduate's Future in the Baking Industry," Dr. L. A. Rumsey, Florida State University, Tallahassee, Fla.

Greetings from the American Bakers Assn., E. E. Kelley, president, Chicago, Ill.

Greetings from the American Society of Bakery Engineers, M. J. Swortfiguer, president, St. Louis, Mo.; Victor E. Marx, secretary-treasurer, Chicago, Ill.

Adjournment for luncheon.

Assemble for tour of Colonial Stores Bakery.

#### Tuesday, Sept. 15:

Wholesale Cake Session, Wm. E. Broeg, International Milling Co., Minneapolis, Minn.

"Equipment Maintenance for Dollar Profits," A. M. Willson, The Bettendorf Co., Bettendorf, Iowa.

"Sales and Production—The Key to the Sales Dollar," J. A. Smith, the W. E. Long Co., Chicago, Ill. Adjournment for luncheon.

#### Tuesday Afternoon:

"Flour Problems—Yours and Mine," Ralph Gaylord, General Mills, Inc., Minneapolis, Minn.

"Emulsifiers as Permitted by the Federal Bread Standard," Orvel Pettit, C. J. Patterson Co., Kansas City, Mo.

"Management — Production Must Share in Its Problems," Fred Cobb, Cobb's Sunlit Bakery, Green Bay, Wis.

### WILLIAM WALMSLEY WILL M.C. ALUMNI MEETINGS

CHICAGO — William Walmsley, principal emeritus of the American Institute of Baking, Chicago, has accepted the proposal of the board of directors of the American Institute of Baking Alumni Assn., Chicago, to preside at all future meetings of the organization as master of ceremonies.

The proposal was made to Mr. Walmsley by Walter J. Wirth, president of the alumni association on the authority of the directors of the group. The decision was made following the favorable comment received from members of the group following the emcee job performed by Mr. Walmsley at the last alumni meeting.





## Fillings

for

# 2 CRUST PIES

By A. J. Vander Voort  
Technical Editor, The American Baker



### MINCE MEAT (NO. 1)

Place in a large bowl:

15 lb. seedless raisins  
5 lb. seeded raisins  
5 lb. currants  
5 lb. apple cider  
5 lb. water  
10 lb. corn syrup  
30 lb. fine ground apples  
6 lb. fine ground mixed peel  
10 lb. suet (fine ground)

Add and mix in:

10 lb. brown sugar  
7 oz. salt  
5 oz. cinnamon  
2 oz. nutmeg  
1 oz. ginger  
¼ oz. allspice  
¼ oz. ground cloves

Then bring to a boil:  
4 lb. water

Mix together, add and stir in until clear:

12 oz. starch  
1 lb. granulated sugar

Add this to the mince meat and blend in thoroughly. Place in a wooden barrel and allow to stand for about two weeks. Store in a cool place and stir every now and then. If a cool place is not available mix in 1½ oz. benzoate of soda as a preservative.

Note: If desired a quart of brandy may be mixed into the above.

### MINCE MEAT (NO. 2)

Bring to a boil and cook for about 5 min.:

55 lb. seedless raisins  
20 lb. currants  
35 lb. seeded raisins  
75 lb. water or ½ water and ¼ cider

6 oz. benzoate of soda

Allow to cool for about 24 hours and then drain.

To the drained mixture add and mix thoroughly:

160 lb. ground, fresh peeled apples  
55 lb. sugar  
5 lb. molasses  
2 lb. 4 oz. salt  
2 lb. cinnamon  
6 oz. nutmeg  
5 oz. ginger  
2 oz. cloves  
2 oz. allspice  
6 lb. fine ground candied orange peel  
6 lb. fine ground candied lemon peel  
6 lb. fine ground candied citron

Mix together and add to the above:  
60 lb. 43° corn syrup and the

drained moisture from the raisin mixture

Then add:

25 lb. fine ground beef suet  
20 lb. fine ground beef

Allow to stand before using.

Note: The benzoate of soda is used as a preservative. Brandy may be added to the above formula if desired.

### PRUNE PIE FILLING

Bring to a boil:

6 lb. pitted prunes  
8 lb. water  
¾ oz. cinnamon  
3 lb. 8 oz. granulated sugar  
½ oz. salt

2 lemons (cut into quarters)

Allow this mixture to boil slowly for about 10 min.

Then mix together and add to the boiling mass, stirring constantly to prevent scorching:

3 oz. cornstarch  
8 oz. water

Allow this mixture to cook for about 5 min. longer, stirring it well. Then place it in a container and allow it to cool thoroughly before filling the pies. Take the pieces of lemon out of the filling before it

goes into the pies. If desired, the lemons may be finely ground and left in the filling. The addition of 8 oz. of fine chopped walnuts to the filling improves the eating quality.

### APPLE PIE FILLING (Canned)

Drain the liquid from one No. 10 can solid pack apples. Add enough water to make a quart of liquid.

Place this on the stove and add:

1 lb. granulated sugar  
¼ oz. cinnamon  
1 oz. butter  
Juice from one lemon  
¼ oz. salt

Bring this to a boil and then add, stirring constantly and cook until clear:

8 oz. granulated sugar  
3 oz. cornstarch or tapioca

Remove from the fire and stir in the drained sliced apples. Allow to cool before using.

### FRESH APPLE PIE FILLING

Mix together:

25 lb. peeled and sliced apples  
5 lb. granulated sugar

Place this in a wooden tub having some small holes in the bottom

and allow the juice to drain about six hours. Line pie tins with pie dough and fill with drained apples. Pyramid the apples toward the center. Wash the edge of the bottom crust and cover the apples with a top crust having a 1 in. hole in the center.

While the pies are baking, bring to a boil the drained juice (about 4 qt.):

4 lb. sugar  
1 oz. cinnamon  
¼ oz. nutmeg

When boiling, stir in:

2 lb. sugar  
1½ oz. salt  
8 oz. starch

When thickened and clear, stir in:

6 oz. butter  
Juice and grated rind of 3 lemons

After the pies are baked and have cooled for about 15 min., pour about 6 or 8 oz. of the hot syrup into each pie through the hole in the top crust. The juice can be put into the pies by using a funnel.

Note: The amount of sugar may be varied, depending upon sweetness desired.

In place of cornstarch, 40 mesh tapioca may be used. The amount of thickener to use will depend upon the consistency of the syrup desired. The syrup should be poured into the pies while hot so that it will flow evenly throughout the pies.

### FROZEN FRUIT FILLING

(3 Plus 1)

Thaw and drain the juice from 1 30 lb. can of frozen fruit. Add enough water to make 7½ qt. of juice.

Place this juice on the fire to boil with:

3 lb. granulated sugar

When the juice begins to boil, stir in the following mixture slowly:

2 lb. granulated sugar  
1 lb. fine ground tapioca (40 mesh)  
2 oz. salt

When the mixture is all in the juice, stir rapidly until it clears and thickens. Remove from the fire and add the drained fruit to the thickened juice and mix together carefully. Cool the filling thoroughly before using.

Note: Cornstarch may replace the tapioca. The amount of thickener may be varied according to the consistency desired.

## Pie Market Potential Is Huge

Good fruit filled pies have a great market potential. The housewife, it is claimed, is still not sold on bakery pies. Why? Partly, at least, we can blame our "wonder" two crust pies—they leave the customer wondering what happened to the fruit. Too many bakers try to stretch their pie fillings by using excessive water and starch—a policy certain to disappoint the customer and lose future sales.

## Use a Good Crust and Filling

Pies which have a good crust and clear-colored filling will sell. Handle the fruit carefully so it will keep in good condition and be easily recognized. Don't be skimpy with the filling. Above all, bake the pies properly. The customer won't enjoy eating a piece of pie with a raw, soggy bottom crust.

## Tough Crust Pies Won't Sell

Egg wash on tops of pies will make nice, glossy varnished tops but they have a tendency to make the top crust tougher. Ask yourself: "Does Mrs. Housewife use this type of wash on top of her pies?" Chances are she uses either milk, cream, melted butter or just plain water. Often a little sugar is also sprinkled on top of the wash she uses. It might be an idea for the baker to try out.

## Use Fresh Fruit in Season

As the fresh fruit season approaches we have included a number of formulas using various types of fresh fruit. Usually when these fresh fruits are on the market their price is comparatively low. Take advantage of this and push those pies. Alert your sales force and do a good merchandising job. It will pay off.

The amount of sugar to use may vary, depending upon the acidity of the fruit and the sweetness desired. The above formula is for frozen fruit containing 3 parts fruit and 1 part sugar. Frozen fruits may vary in the proportions of fruit to sugar, such as 4 to 1, 5 to 1 and so on. Adjustments will have to be made in the sugar content in the formula when other proportions than 3 to 1 are used.

#### APPLE PIE FILLING (Vacuum Dried)

##### Soak overnight:

5 lb. apple slices (vacuum dried)  
16 lb. water

##### Add:

16 lb. water  
2 lb. 8 oz. sugar

Place on a stove and bring to a good boil.

##### Then stir in, after mixing together:

1 lb. starch  
4 lb. water

Cook until clear.

Remove from the stove and add, blended together:

5 lb. sugar  
2 oz. salt  
1 1/4 oz. cinnamon

Then allow to cool thoroughly before using.

Note: If desired, a small amount of lemon juice may be added in order to produce a more tart taste.

#### APPLE PIE FILLING (Evaporated Apples)

##### Soak overnight:

8 lb. evaporated apples  
13 qt. cold water

Then drain the apples and grind them fine. Measure the water that is left over and add enough water to make 6 qt.

Place the ground apples and the water on the stove and add:

10 lb. granulated sugar  
2 1/2 oz. salt  
2 1/2 oz. cinnamon  
2 oz. powdered lemon juice

When the mixture starts to boil, mix together:

2 lb. granulated sugar  
1 lb. tapioca or cornstarch

Stir this into the boiling mixture until the filling thickens. Then remove from the fire and allow to cool.

#### MAPLE RAISIN PIE

Bring to a boil and cook slowly for about 5 min.:

5 lb. seedless raisins  
2 lb. 8 oz. corn syrup (60% sweet)  
4 lb. 8 oz. water  
5/8 oz. salt

Mix together, add and stir in until clear:

1 lb. 4 oz. orange juice  
12 oz. lemon juice  
2 1/2 oz. cornstarch

##### Remove from fire and stir in:

1 lb. 8 oz. chopped walnuts  
A little maple flavor

Cool before using. The pies should be stripped, not a solid top.

#### RAISIN PIE FILLING

Scale into a kettle, place on the fire and bring to a boil:

8 lb. seedless raisins  
4 lb. granulated sugar  
6 qt. water  
1/2 oz. cinnamon  
1 oz. salt

Juice and grated rind of 1 lemon  
After the mixture comes to a boil, allow it to boil slowly for 10 min.

Mix together and add slowly to the boiling mixture, stirring constantly to prevent burning:

5 oz. cornstarch  
1 pt. water

Boil slowly for about 2 min. Cool



before using. The addition of 12 to 16 oz. fine chopped walnuts to the filling improves the eating quality.

#### CIDER RAISIN PIE FILLING

Bring to a boil and cook slowly for about 20 min.:

5 lb. 4 oz. raisins  
11 lb. water  
12 1/2 oz. cider vinegar  
3/4 oz. salt

Then mix together, add and stir in thoroughly:

4 1/2 oz. cornstarch  
1 lb. water

Cook this until clear.

##### Then add and mix in well:

6 oz. butter

Make two crust pies and bake for about 30 min. at 425 to 440° F.

#### CRANBERRY PIE FILLING

Bring to a good boil:

10 lb. cranberries  
10 lb. granulated sugar  
2 lb. corn syrup  
6 lb. water  
1/4 oz. cinnamon  
1 oz. salt

Then add and cook until clear:

12 oz. cornstarch  
4 lb. water

Allow to cool before using.

#### FRESH PEACH FILLING

Bring to a boil:

3 qt. water  
4 lb. sugar  
3/4 oz. salt

Mix together and stir in:

9 oz. cornstarch  
2 lb. sugar  
1/2 oz. nutmeg

Cook until clear. Remove from fire and stir in a few drops of yellow color.

##### Then mix in carefully:

20 lb. fresh sliced peaches  
Allow to cool before using.

#### PEACH PIE FILLING (Canned)

Drain the juice from 1 No. 10 can of peaches. Add enough water to make 1 qt. of liquid.

Place the juice on the fire to boil with:

1 lb. sugar

Mix together well:

1 lb. sugar  
1/2 oz. salt  
1/2 oz. nutmeg  
3 oz. tapioca (40 mesh)

Stir the sugar and tapioca mixture slowly in the juice and sugar on the fire. When it begins to boil, stir rapidly until the mixture clears up and thickens. Remove from the fire and add the drained fruit to the thickened juice and mix in care-

fully. Cool the filling before using.

Note: Cornstarch may replace the tapioca if desired. A small amount of yellow coloring will improve the appearance of the filling.

Some bakers will prepare the peach filling by using 3 No. 10 cans of peaches and 1 No. 10 can of crushed apricots, as peaches sometimes are quite flat. This procedure will improve both the color and flavor of the filling. Cinnamon may be used to replace the nutmeg if desired.

#### PEACH PIE FILLING (Dried)

Weigh off and wash thoroughly:

10 lb. dried peaches

Then add and allow to soak overnight:

20 lb. hot water

Then drain the juice and if less than 5 qt., add enough to make that amount.

Place this on the stove with:

5 lb. sugar  
3 lb. corn syrup  
2 oz. salt  
1/2 oz. cinnamon (if desired)

Bring this to a boil and then mix in, well blended:

3 lb. sugar  
1 lb. 4 oz. cornstarch

Stir thoroughly until the mixture clears and thickens. Then remove from the fire and add the drained peaches and stir in carefully.

Note: More or less sugar may be used to suit taste. Cool the filling thoroughly before using.

The addition of a small amount of citric acid will add tartness to the filling.

#### FRESH RASPBERRY FILLING

Bring to a boil:

8 lb. water  
6 lb. sugar  
3/4 oz. salt

Red color to suit

Mix together and stir in:

12 oz. cornstarch  
2 lb. sugar

Cook until clear.

Then add carefully, using a wooden paddle:

18 lb. washed raspberries  
Cool thoroughly before using.

#### WHOLE WHEAT PIE CRUST

Rub together until the shortening is distributed throughout the mix in very small lumps:

5 lb. whole wheat flour  
2 lb. 8 oz. shortening  
1 1/4 oz. salt

Then add and mix in:

1 lb. 12 oz. water (cold)

Note: Pie dough made with whole wheat flour should be worked more than doughs made with white flour in order to develop the gluten enough to hold the crust together.

#### PIE CRUST (For Two Crust Pies)

##### Rub together:

6 lb. pastry flour  
4 lb. shortening or lard  
2 1/2 oz. salt

##### Mix in carefully:

2 lb. 4 oz. cold water

Allow the dough to rest for 2 hr. or more. This will make it easier to handle.

#### GRAPE PIE FILLING (Fresh)

Place on the stove and bring to a boil:

2 qt. water  
2 lb. sugar  
8 oz. corn syrup  
1/2 oz. salt

##### Mix together and add:

1 lb. 8 oz. sugar  
8 oz. cornstarch

Stir this in thoroughly until the mixture clears and thickens. Then mix in 10 lb. stemmed and washed grapes. Allow the mixture to cool thoroughly before placing it into the pies.

Note: A small amount of food color may be added to improve the appearance of the filling.

#### PINEAPPLE FILLING

##### Bring to a boil:

2 No. 10 cans grated pineapple  
2 lb. sugar  
1 oz. salt  
1 pt. water

##### Mix together:

2 lb. sugar  
7 oz. fine ground tapioca (40 mesh)

When the pineapple begins to boil stir the sugar and tapioca mixture in slowly and keep stirring until clear. Cool before using.

Note: Cornstarch may replace the tapioca if desired.

A little yellow color added, generally improves the color of the filling.

#### CHERRY PIE FILLING (Canned)

Drain the juice from 2 No. 10 cans of cherries. Add enough water to make 2 qt. of liquid.

Place this on the fire to boil with:

2 lb. sugar

##### Then mix together:

2 lb. sugar  
1 oz. salt  
7 oz. fine ground tapioca (40 mesh)

When the juice begins to boil, stir the sugar and tapioca mixture in slowly and keep stirring until the juice clears and thickens. Remove from the fire and add the drained cherries. Stir in carefully.

Note: Cornstarch may be substituted for tapioca. Cool the filling thoroughly before using.

(Continued on page 24)



**Technical  
Editor**

**A. J. Vander Voort**



# Questions & Answers

A SERVICE FOR BAKERS

Conducted by

**Adrian J. Vander Voort**

Technical Editor of The American Baker

## Meringue

Could you please pass on some information to me regarding meringue for soft pies?

We make close to 100 pies twice a week or so, and the filling doesn't have a chance to cool much before I fill the bottoms, as it is such a large batch of filling. But I am convinced it is faulty meringue because it slips when it is cut. The seepage starts after the meringue has been baked, and by serving time at night it slides around like a boat on water.

I think if you can gather some literature to send us I could possibly get to the bottom of our trouble. I should have told you we use frozen egg whites. Would fresh eggs help to eliminate seepage? As we have a large batch of meringue it is quite a time saver to use frozen whites. We make up two gal. whites at a time. We use second and third speed for whipping them on a four speed machine.—J.A.F., Minn.

I have your letter telling me about the difficulty you are having with your pie meringue. I would like to say that there is no harm in placing hot filling in the baked shells.

I am enclosing two formulas for meringue which you may wish to try out. I am sure that the boiled meringue will not break down. However, should you desire not to make a boiled meringue, then I would like to suggest that you purchase a stabilizer. There are a number of egg white stabilizers on the market which will produce excellent results.

We use frozen egg whites here right along. It is a peculiar thing about meringue, in that we have found that sometimes for a long period of time no difficulty is encountered, and all of a sudden the trouble you are having occurs. Using a stabilizer will eliminate that trouble.

### BOILED MERINGUE

**Beat together:**  
2 lb. egg whites  
8 oz. granulated sugar  
1/4 oz. salt  
1/4 oz. cream of tartar

**While the above is beating, boil to 238-240° F.:**

4 lb. granulated sugar  
8 oz. corn syrup  
1 pt. water

Pour the boiled mixture into the beaten whites slowly and continue beating until the meringue is nearly cool.

### Then add:

Vanilla to suit

**Note:** From 1 to 4 oz. of tapioca flour may be added to decrease shrinkage. It is not necessary to brown this meringue in the oven.

### Meringue

**Beat together until light:**  
16 lb. egg whites  
20 lb. granulated sugar  
1 oz. salt  
1 oz. cream of tartar

### When light, add:

Vanilla to suit

The American Baker, without cost to its subscribers, offers through Mr. Vander Voort, technical editor of The American Baker and Head of the Baking Department, Dunwoody Industrial Institute, to answer and analyze production problems. Samples of baked goods should be sent to Mr. Vander Voort, Dunwoody Industrial Institute, Minneapolis, where the laboratories and facilities of the school are at the disposal of the readers of The American Baker; communications should be addressed to The American Baker, 118 South Sixth Street, Minneapolis, Minnesota

## Pre-Heating Ovens

We are installing a traveling tray oven to replace a three peel oven we have in use. The oven has a capacity of about 2,300 lb. per hour. What we would like to know to settle a matter of opinion is how would you fire this oven. It is heated with natural gas. Some say you should turn off the gas as soon as you have finished baking. Some others say to carry about 200° of heat and increase it when you are ready to bake. That is the next day. We bake bread in the morning and cakes and pies after lunch. We are finished about 3:30 p.m.—N.A.H., N.Y.

I have your letter asking me to settle a matter of opinion on how a traveling tray oven should be fired, and would like to say that it is not necessary to carry a heat of 200° over for the next day. With the modern type of ovens it will be found that they will heat to the baking temperature in anywhere from 45 min. to 1 1/2 hr. Due to the improvement in the metals used in the ovens they will heat up much faster than formerly. This is especially true with the old type oil-fired oven which required generally four to five hours to reach baking temperature.

## Cookies

We are sending you samples of two cookies which we believe would be good sellers for our restaurant trade. Can you give us formulas for making them?—A.G.G., Minn.

I received the samples of cookies you sent me. As you undoubtedly know, many formulas for baked products are developed in individual bake shops. While I do not have the exact formula for the cookies I received, I am enclosing a couple of formulas you may wish to try out. I am sure they will make a very fine cookie, and should make one of better eating quality than those you sent me.

### SUGAR COOKIES

**Cream together:**  
9 lb. sugar  
4 lb. 8 oz. shortening  
3 oz. salt  
3/4 oz. soda  
Vanilla to suit

### Add gradually:

3 lb. eggs

### Then add:

1 lb. 4 oz. water (variable)

### Sieve, add and mix in:

12 lb. pastry flour

These cookies are cut out very thin. Bake at about 380° F.

### OLD ENGLISH CRUNCH COOKIES

### Cream together:

10 lb. 8 oz. sugar  
8 lb. 4 oz. brown sugar  
8 lb. shortening  
3 oz. salt  
3 oz. soda

### Vanilla to suit

### Add gradually:

5 lb. eggs

### Then add:

1 lb. 8 oz. water (variable)

### Then add and mix in:

4 lb. fine ground oatmeal  
4 lb. 8 oz. long thread coconut  
14 lb. pastry flour

Bake at about 380° F.

## Bread

Will you kindly furnish a commercial formula for making baking powder bread. The idea is to use baking powder instead of yeast, thereby producing a lighter loaf of bread.—G.D.V., North Africa.

I have your letter and am enclosing four different recipes for you. I feel quite sure that the one called buttermilk graham bread is the one you will probably like most. In these formulas sometimes chopped nuts, chopped dates or raisins are added in order to improve the eating quality. However, you can use your own judgment in that respect.

### BUTTERMILK GRAHAM BREAD

### Mix together:

3 lb. brown sugar  
8 oz. shortening  
4 oz. salt  
3 oz. soda

### Add:

1 qt. molasses  
10 lb. buttermilk

### Stir in, sift together:

5 lb. bread flour  
4 oz. baking powder

### Add the above with:

5 lb. graham flour

Mix until well incorporated. Deposit into pans of desired size and bake at about 360° F.

### BUTTERMILK QUICK BREAD

### Cream together:

4 lb. 4 oz. brown sugar  
1 lb. 12 oz. shortening  
3 oz. salt  
4 1/2 oz. soda

### Add gradually:

1 lb. 4 oz. eggs

### Then add alternately with the flour:

4 lb. water  
10 lb. 8 oz. buttermilk  
4 lb. 8 oz. whole wheat flour  
8 lb. bread flour  
4 oz. cream of tartar

### Then add and mix in (if desired):

8 lb. raisins

### GRAHAM QUICK BREAD

### Blend together:

2 lb. 8 oz. bread flour  
1 oz. salt  
1 oz. baking powder  
3 lb. 8 oz. graham flour

### Add:

6 lb. buttermilk (variable)  
3 lb. 4 oz. sugar

### Dissolve, add and mix in:

1 oz. soda  
1 lb. water

Deposit into pans of desired size and bake at about 350° F.

### WHOLE WHEAT QUICK BREAD

### Blend together by sifting:

4 lb. 12 oz. bread flour  
1 oz. salt  
4 oz. baking powder  
3 lb. 4 oz. sugar

### Add:

4 lb. 8 oz. whole wheat flour

### Stir in:

8 lb. milk (variable)

### Add:

12 oz. eggs

### Then add and mix in:

1 lb. melted shortening

Deposit into pans of desired shape and bake at about 350° F.

### BAKING POWDER BISCUITS

### Sift together:

3 lb. 6 oz. cake flour  
2 1/2 oz. baking powder

**Put in a bowl and rub light and flaky:**

12 oz. shortening  
6 oz. sugar  
1/2 oz. salt

### Then add and mix smooth:

1 qt. cold milk.

Do not over-mix. Roll out about 1/4 in. to 3/4 in. in thickness and cut with a 3-in. round cutter. Place against each other on a greased pan. Let stand for about 30 min., then wash with an egg wash and bake at about 425° F.

—BREAD IS THE STAFF OF LIFE—

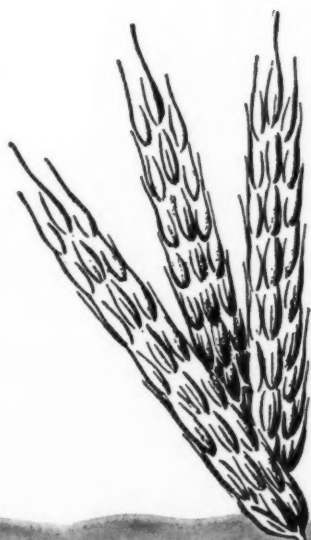
### SWANSON EXPANDS

**WILLMAR, MINN.**—The Swanson Baking Co., Battle Creek, Mich., will establish a branch at Willmar, Minn., to serve a wholesale territory of Minnesota and the Dakotas. The building to house the branch will be a 50x100 ft. structure and about 75 persons, plus truckers, are expected to be employed, in the manufacture of packaged cookies.

*Four  
separate milling units  
at the same location*

**...to serve  
bakers with**

- 1 SPRING AND HARD  
WINTER WHEAT FLOURS**
- 2 SOFT WHEAT FLOUR FOR  
CAKES, COOKIES, CRACKERS**
- 3 RYE FLOURS**
- 4 WHOLE WHEAT FLOURS**



*F*ROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

**B. A. ECKHART MILLING CO.**

CHICAGO, ILLINOIS

Sales representation in: BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, STAUNTON—VIRGINIA, ATLANTA—GA., AUGUSTA, GA., JACKSONVILLE—FLORIDA, GENEVA—NEW YORK, HARRISBURG—PA., PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, FORT WAYNE—INDIANA, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, MOBILE—ALABAMA, NEW ORLEANS



## Formulas

(Continued from page 21)

### FRESH CHERRY PIE FILLING

Bring to a slow boil:

20 lb. pitted cherries  
7 lb. 8 oz. granulated sugar  
4 lb. water  
2 oz. salt

Mix together and add:

10 oz. cornstarch  
1 lb. water

Bring back to a boil and cook until clear. Cool thoroughly before using.

### APRICOT PIE FILLING (Canned)

Drain the juice from one No. 10 can of apricots. Add enough water to make 1 qt. of liquid.

Place the juice on the fire to boil with:

1 lb. sugar

Mix together well:

1 lb. sugar  
½ oz. salt  
½ oz. cinnamon  
3 oz. tapioca (40 mesh)

Stir the sugar and tapioca mixture slowly in the juice and sugar on the fire. When it begins to boil, stir rapidly until the mixture clears

and thickens. Remove from the fire and add the drained fruit to the thickened juice and mix in carefully. Cool the filling before using.

Note: Cornstarch may replace the tapioca if desired. Also, vary the sugar according to the acidity of the fruit.

### APRICOT PIE FILLING (Dried)

Weigh and wash thoroughly:

10 lb. dried apricots

Then add and allow to soak overnight:

20 lb. hot water

Then drain the juice and if less

than 5 qt. add enough water to make 5 qt.

Place this on the stove with:

6 lb. sugar  
3 lb. corn syrup  
2 oz. salt  
½ oz. cinnamon (if desired)

Bring this to a boil and then mix in, well blended:

4 lb. sugar  
1 lb. 4 oz. cornstarch

Stir thoroughly until the mixture clears and thickens. Then remove from the fire and add the drained apricots and stir in carefully.

Note: More or less sugar may be used to suit taste. Cool the filling thoroughly before using.

### BLUEBERRY PIE FILLING (Fresh)

Mix together:

12 qt. fresh blueberries (cleaned)  
4 lb. 12 oz. sugar

Let stand several hours, then drain.

Mix together:

12 oz. cornstarch  
6 oz. lemon juice  
1½ oz. salt  
4 lb. 8 oz. water

Bring this to a boil and cook until clear. Then add the blueberry juice and mix in well. Remove from the fire and add the blueberries. Cool thoroughly before using.

### RHUBARB PIE FILLING (Fresh)

Mix together and allow to drain for 3 or 4 hours:

24 lb. fresh cut rhubarb  
8 lb. sugar

Take the juice and place on the fire.

Mix together:

4 lb. sugar  
1 lb. cornstarch  
1½ oz. salt  
½ oz. cinnamon

When the juice starts to boil, stir in the sugar-starch mixture and cook until clear. Remove from the fire and add the rhubarb. Allow to cool thoroughly before using.

### FRESH STRAWBERRY FILLING

Bring to a boil:

3 qt. water  
6 lb. sugar  
½ oz. salt  
Red color to suit

Then mix together, add and stir in:

14 oz. cornstarch  
3 lb. sugar  
Cook until clear.

Then add a small amount of citric acid and stir in carefully:

18 lb. fresh cleaned strawberries  
Cool before using.

Note: Use a wooden paddle to stir in the strawberries. A wire whip will break the berries up which spoils the appearance of the filling.

### RAISIN CHERRY PIE

Drain thoroughly:

1 No. 10 can cherries

Scale and place in a cooking kettle:

3 lb. drained cherries

Add enough water to the drained juice to make 3 lb. and add to the cherries.

Then add and bring to a boil:

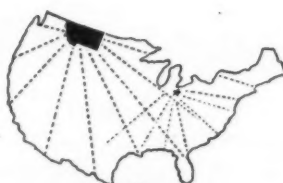
3 lb. 8 oz. seedless raisins  
2 lb. sugar  
1 oz. salt

When the mixture comes to a boil stir in until cooked clear:

1 lb. 4 oz. sugar  
4½ oz. starch

Allow this to cool. This filling is for two crust pies. Making the top with criss-cross strips makes an attractive pie.

# YOUR FLOUR NEEDS



*specifically met by*

**Montana Flour Mills Co.**

Because our country elevators make a selection of fine wheats available to our various mills, and because we have had years of experience in handling this grain, these flours have an industry-wide reputation for being unexcelled in quality.

You can choose from such flours as these, or have others milled to your own specifications for protein and ash.

SUPER			REGULAR		
	PROTEIN	ASH		PROTEIN	ASH
Super Sapphire	12.50	.40	Regular Sapphire	12.00	.40
Super Judith	12.70	.42	Regular Judith	12.25	.42
Isis Clear	15.50	.72	King Grizzly Clear	14.80	.72

MELLOW			WHOLE WHEAT		
	PROTEIN	ASH			
Mellow Sapphire	11.40	.40	Sapphire Whole	15.10	1.60
Mellow Judith	11.75	.43	Wheat		
DAKOTANA					
Dakotana high-gluten	15.00	.45			

Write, wire or phone our nearest representative or contact us direct.

# MONTANA FLOUR MILLS COMPANY

GENERAL OFFICES: GREAT FALLS, MONTANA  
EASTERN OFFICES: 1635 MERWIN ST., CLEVELAND, OHIO



DRESSES  
APRONS  
PAJAMAS  
SPORTS SHIRTS  
LINENS  
CURTAINS  
BEDSPREADS  
SLIP COVERS  
GIFTS  
DOLLS  
THROW RUGS

*designed  
for your  
customer's  
re-use*



PACKAGE YOUR BRAND IN EYE-CATCHING



## *Fulprint bags*



Fulprint flower-bright, eye-catching colors and attractive patterns are easily made into fashionable clothes and many useful household items. They are especially designed for your customer's re-use. These economical, color-fast bags give you a sturdy container. They are uniform in quality because production is controlled from raw cotton to the finished bag. We'd welcome the opportunity to explain how Fulprint Bags can help sell your brand. Just wire, call or write your nearest Fulton Branch.

## *Fulton* BAG & COTTON MILLS

ATLANTA • ST. LOUIS • NEW ORLEANS • DALLAS • DENVER • LOS ANGELES • KANSAS CITY, KANS.  
MINNEAPOLIS • NEW YORK, CITY, 347 MADISON AVE. • WINTER HAVEN, FLA. • SAN FRANCISCO • PHOENIX

## Making the Foreman Part of the Management

By Miles Robson, Training Director, National Foremen's Institute  
New London, Conn.

Making foremen a part of management is one objective on which most executives can agree. Every year, additional companies join the ranks of those who practice, as well as preach, this organizational concept. But there is considerable room for improvement; and it should be said

from the outset that the goal can't be reached easily.

Several reasons account for this, and foremost among them is definition. I like to ask employers I meet at various functions, "What do your foremen do?" The answers usually confirm the multitude of job descrip-

tions which the general title of foreman includes. If you apply the term "foreman" to an individual who supervises workers on more than one shift or in more than one area of the plant, and who has authority to determine work procedures and devise manufacturing processes and

toolings, that foreman has hardly anything but the name in common with those foremen who rigidly adhere to schedules and standards laid out for them by others. This difference lies in the degree to which a foreman "manages."

But there are other considerations—seldom spelled out in any supervisor's job description—which determine whether he is in fact part of management. Putting it simply, he has that status:

- if his superiors treat him as such; and
- if his subordinates regard him accordingly; and
- if he himself feels he belongs in the management group.

Three separate sets of attitudes are involved and whatever management does in the interest of improv-

**EDITOR'S NOTE:** The author of the accompanying article, Miles Robson, has had 27 years' experience in the training and industrial relations field. In addition to serving as director of personnel and training for a large international manufacturing organization, he has consulted on such problems with leading companies in the basic industries. He has lectured at New York University, and is presently lecturer and advisory committeeman at the Management and Industrial Relations Institutes of Rutgers and Cornell Universities. He is training director of the National Foremen's Institute, Inc., which specializes in training and development programs for foremen and supervisors.

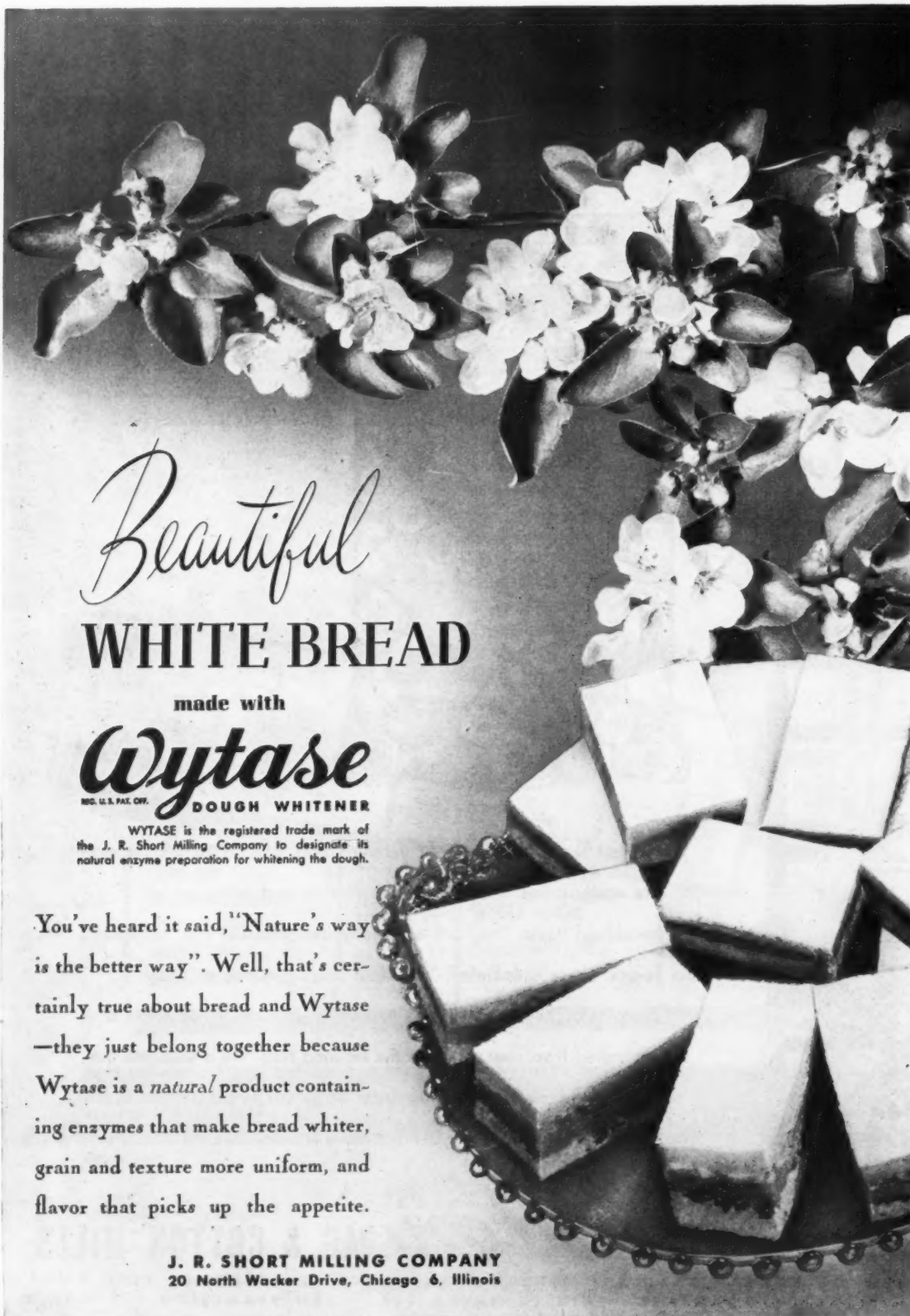
ing the quality of supervision must give equal weight to these factors. There is little use trying to "build up" the foreman in the minds of the rank and file if top management's own acts reduce his stature, or if he lacks the information and authority which he should have as a member of the management group.

### Two Classes of Foremen

In a recent survey conducted by our institute we gathered considerable data on foremen's duties in both manufacturing and non-manufacturing concerns. The returns enables us to classify foremen in both types of companies according to the nature and scope of their duties. We arrived at what we call Class I and Class II categories.

The typical Class I foreman usually has years of experience and works under the general direction of the plant superintendent or general foreman. He may supervise workers on more than one shift or in more than one area of the plant. He determines work procedures and has his say with respect to processes and tooling. He is responsible for maintenance and repair of equipment, material and supplies. Such a foreman is involved in hiring workers, in training them and in assigning jobs to them. He is permitted to initiate rate changes and to take disciplinary action. He also keeps time, production and personnel records.

The Class II foreman occupies a lower niche, and is therefore in greater need of management help in conditioning employee attitudes. A foreman in this category ordinarily supervises men on one shift and in one work area, and the work supervised is often repetitive in nature. He assigns work in line with work schedules, and when he trains new workers he commonly uses a training outline prepared by others. He requi-



*Beautiful*  
**WHITE BREAD**  
made with  
**Wytase**  
REG. U. S. PAT. OFF.  
**DOUGH WHITENER**

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

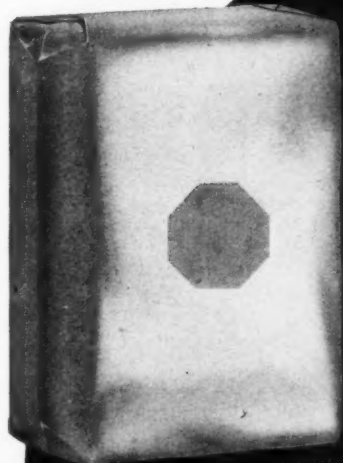
You've heard it said, "Nature's way is the better way". Well, that's certainly true about bread and Wytase—they just belong together because Wytase is a *natural* product containing enzymes that make bread whiter, grain and texture more uniform, and flavor that picks up the appetite.

**J. R. SHORT MILLING COMPANY**  
20 North Wacker Drive, Chicago 6, Illinois

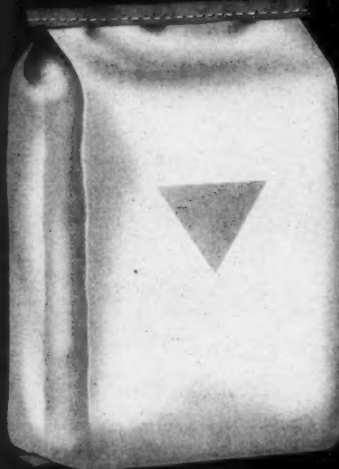


# BUY RIGHT

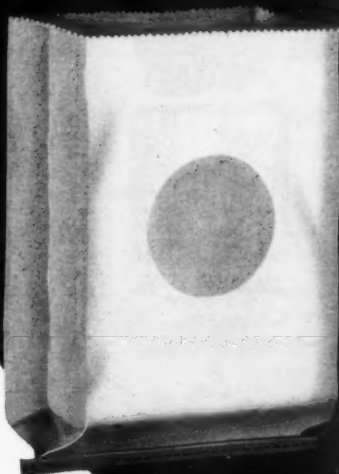
## buy CHASE MULTIWALL bags



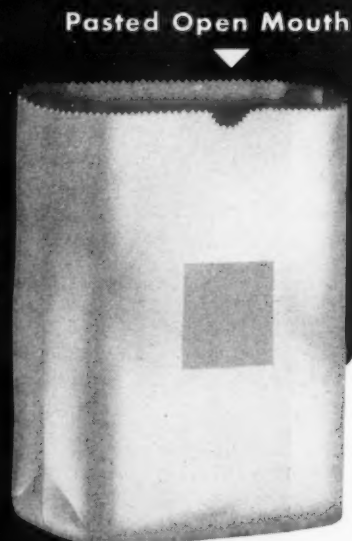
◀ Pasted Valve



◀ Sewn valve



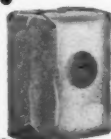
▶ Sewn Open Mouth



▶ Pasted Open Mouth

MORE THAN 100 YEARS' EXPERIENCE  
IS YOUR ASSURANCE OF QUALITY  
— CAREFUL WORKMANSHIP — AND  
SERVICE

PLACE YOUR NEXT ORDER  
WITH CHASE!



Chase makes consumer-size flour bags for hand-tie or automatic closing.



### CHASE BAG COMPANY

GENERAL SALES OFFICES: 309 W. JACKSON BOULEVARD  
CHICAGO 6, ILLINOIS

30 BRANCHES AND SALES OFFICES—STRATEGICALLY LOCATED



*For Ever-Uniform Quality!*

MORTEN  
MILLING  
COMPANY  
DALLAS,  
TEXAS

Phone  
PRospect 1881

MORTEN'S  
MILLING CO.  
DRINKWATER  
FLOUR  
MADE FROM SELECTED WHEAT  
DALLAS, TEXAS

DRINKWATER

The advertisement features a dark background with a large, irregular white torn-paper shape at the top. Inside this shape, the slogan "For Ever-Uniform Quality!" is written in a cursive font. A vertical dotted line descends from the center of the torn paper. At the bottom of this line is a white circle containing the phone number "Phone PRospect 1881". To the right of the dotted line, a bag of "MORTEN'S MILLING CO. DRINKWATER FLOUR" is shown. The bag has a logo of a man in a hat and apron, and text including "MADE FROM SELECTED WHEAT" and "DALLAS, TEXAS".

sitions supplies and materials in accordance with specifications set up by others, and refers matters of promotion, leaves of absence and discipline, with recommendations, to his superior. The Class II foreman usually has fewer years of experience than Foreman Class I, but may be in training for a Class I job.

In non-manufacturing fields, the Class I foreman commonly directs the work within a particular department or establishment and assists in formulating policies which relate to selection, training, promotion, salaries, recreation and discharge of employees. He executes these policies directly or through subordinates, and is responsible for the efficient functioning of his group. Other responsibilities include maintaining harmonious working relations among personnel, ensuring cooperation with other departments, maintaining records of attendance, production and efficiency and supervising inventory. The Class II foreman in the same fields performs similar duties, but under supervision and in accordance with instructions.

Helping the foreman in Class II to grow toward the higher rating is one of the best ways to enhance his stature. There is nothing "make believe" about enlarged authority due to increased responsibility. As the foreman develops, the checkreins on his performance can be gradually loosened, to the point where he can be judged primarily on results. During the growth period, the foreman should always know how far he can go in particular situations. This lessens the likelihood of his being over-staffed and overruled, and of suffering the chagrin caused by these reversals.

#### Self-Analysis Sparks the Program

"Do we really treat our foremen as executives?" This question is the logical starting point in shaping the foreman improvement program. It is easier to answer this question in a smaller company than in bigger organizations. There are many concerns employing anywhere from 50 to 500 people where the president or general manager knows personally every foreman in the shop. He can decide very quickly whether the performance and competence of his foremen come up to his expectations; and if the answer is "No," he can take direct action. But where there are several levels of management between the top executive and the foreman, both appraisal and correction of the foreman's functions are



Miles Robson



### "and from the best makers, lady!"

These are well made and give dependable service, the sidewalk merchant implies. Was there ever an eager salesman who didn't!

To the men who order more than 85 per cent of all Multiwall bags, reliability of manufacturer is one of the most important considerations\*.

But it must be a *proved* reliability.

Union reliability has been demonstrated by 76 years of unbroken leadership in paper packaging. Union's mammoth

Savannah plant, world's largest integrated pulp-to-container mill, produces Multiwalls by the million.

Capacity and fair treatment are among the many good reasons why, with a free choice of all Multiwall manufacturers, major buyers are specifying UNION Multiwalls to a greater extent than ever before.

More so every day . . .

**IT'S UNION FOR MULTIWALLS**



\*August, 1951 research study.

**UNION BAG & PAPER CORPORATION • WOOLWORTH BUILDING, NEW YORK 7**

harder to carry out. It is always harder for the top executive to induce intermediate executives to change their attitudes than it is to change his own.

There is no simple formula which applies to all instances. Circumstances differ from plant to plant, and nobody yet has defined a pattern of human relations which would be effective or acceptable everywhere. But certain elements characterize all such relationships, and their presence or absence gives a clue to analysis and action. Some of these elements are functional and

administrative, while others are predominantly social.

#### Make Foreman Part of Team

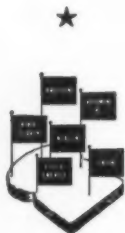
Recognition of the foreman, in a human relations sense, boils down to treating him as a part of the executive team—not as something quite distinct and well removed from the ranks of management. Many executives only use picnics and other social occasions to mingle with their foremen, but to the majority of foremen this social recognition is just frosting on the cake. Working relationships within the plant are

what really count. Here are some of the ways in which companies are making their foremen actually part of the management team:

1. By giving them an opportunity to shape, or at least to influence, decisions affecting their operations. Departmental committees, where mutual problems are worked out, give foremen who serve on them a sense of participation. Devices of this sort are being used effectively in many fields.
2. By reviewing policy changes with the foremen, as a group, before putting these changes into ef-



# WESTERN STAR KANSAS STAR GOLDEN CREST



You can provide extra insurance for the quality of your bread with the excellent baking values of these "Star" flours.

The **WESTERN STAR MILL CO.**  
SALINA, KANSAS

## Centennial FLOURING MILLS CO.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR  
PYRAMID CONE FLOUR  
CENTENNIAL CAKE FLOUR  
BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000  
Bushels  
Country and  
Terminal  
Storage



NEW SPOKANE MILL... ONE OF THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND

**Queen  
Quality  
FLOUR**

Low Protein  
Mellow Type

### TWO BAKERY-TESTED QUALITY FLOURS

WIDE TOLERANCE NEBRASKA FLOURS  
MAKE HAPPIER PRODUCTION HOURS

**WISDOM  
FLOUR**

High  
Protein

### NEBRASKA CONSOLIDATED MILLS COMPANY

Mills at Omaha, Grand Island, Fremont, Nebraska, and  
Alabama Flour Mills Co., Decatur, Alabama

"ROCK RIVER" RYE

"OLD TIMES" BUCKWHEAT

## "BLODGETT'S" RYE

All Grades—From Darkest Dark to the Whitest White  
—Specially Milled by the Blodgett Family—Since 1848

**FRANK H. BLODGETT, Inc., Janesville, Wisconsin**

fect. There are many cases on record where "hashing out details" in advance has saved time and money by forcing revision of a plan before, and not after, certain damage has been done.

3. By giving supervisors a clear picture of the company's external operations, such as sales and advertising, branch installations, capital considerations, competitive standing, and the like.

4. By including the foremen in "sideways communication"—the network of memos, reports and bulletins which too often are confined to higher officials. Some firms have found it helpful to digest such information for the supervisors, to give them a condensed daily report on matters which directly affect their operations.

5. By giving supervisors an active part in establishing standards of practice and performance.

6. By helping the foremen, through special training, to do a better job of human relations and work administration.

Steps like these lift foremen out of the "second class citizenship" of the industrial community.

#### Giving Foremen "Status"

What workers think of foremen is every bit as important, however. Supervisors are in a difficult spot, alienated in a sense from the very people with whom they spend most of their working time, and who are quick to notice anything which takes the boss "down a peg." A common grievance among foremen is that management favors the shop steward, by-passing the company's own "management representatives." Another complaint is the failure or unwillingness to back up the foreman in disciplinary situations. Such practices lower the supervisor's importance in the worker's eyes, and naturally keep him from feeling that he is a part of management.

I have heard more than one foreman complain that executives respect each others' prerogatives, but when they are on the factory floor they give orders to the first person they meet. "They carry on long conversations with my men with no concern as to whether they are by-passing me or not," another foreman commented. The foreman is extra sensitive in such cases because management has not given him enough authority and responsibility of a tangible sort. If he had to be consulted in a matter affecting his men, such as hiring or firing, and that consultation was definite, he would be less concerned with minor infringements into his affairs by higher executives.

Here are some other ways in which management, by its actions, can lift foremen in their workers' estimation:

1. Encourage foremen to make their own decisions, wherever possible. Cut down the supervisors' need to tell employees, "I don't know. I can't promise. I'll have to talk with the boss."

2. Make each foreman supreme in his own department. Go through him, not around him, when dealing with his subordinates. This means members of the 25-year club, even if they did break in the "big boss" when he first came with the company. It includes the treasurer's nephew, who is working his way up, and also the shop steward. It also means tightening up "informal" methods which encourage channel crossing and de-touring around the foreman.

3. Make the foreman responsible

## Mennel

Quality, Uniformity,  
Laboratory Control

### HOSTESS SUPERCAKE

Special  
Cake Flours

The  
**Mennel Milling Co.**  
TOLEDO, OHIO - U. S. A.

## Mennel

### Soft Winter Wheat Flours

Family - Commercial  
Export

Long Distance Telephone 32  
Cable address—"Jasco"

**J. Allen Smith & Co., Inc.**  
KNOXVILLE 6, TENNESSEE

### E. P. MITCHELL COMPANY Flour—Corn Goods

GRAND 1554

Dwight Building • Kansas City, Mo.

**BLAIR'S** *Certified*  
FLOUR  
FEEDS

BLAIR MILLING CO., Atchison, Kans.

### For Quality, Economy and Reliability, Use **BROWN'S HUNGARIAN** America's Premier Cake Flour

**BROWN'S HUNGARIAN CORPORATION**  
25 Broad Street New York City

### Wisconsin Rye Flour

We Specialize in Dark Varieties

**FRANK JAEGER MILLING CO.**  
DANVILLE P. O. Astoria WISCONSIN

### Lyon & Greenleaf Co., Inc.

MILLERS OF

High Grade Soft Winter Wheat Flour  
Plain and Selfrising

LIGONIER, IND. NORFOLK, VA.

### We Specialize in ... FLOUR for BAKERS

SPRING WHEAT • KANSAS WHEAT • SOFT WHEAT

"The Beardstown Mills"  
BEARDSTOWN ILLINOIS

**Bookkeepers...  
Bakers...  
and Busy  
Dressmakers...**



## *Americans Are Rolling Up Their Sleeves!*

**YES, ALL KINDS OF PEOPLE  
ARE GIVING BLOOD SO THAT  
OUR WOUNDED MAY LIVE!**

• Today, the blood of a Boston bookkeeper may be flowing through the veins of a wounded kid from a Kansas farm... the blood of a pretty Southern housewife may have saved the life of a grizzled leatherneck. For, blood is blood, a God-given miracle for which there is no substitute... and when a man's life hangs in the balance and blood is needed, there is nothing else to take its place!

Right now the need for blood is urgent. In hospitals—at home and overseas—

many men require four and six transfusions during delicate operations. And the blood *must* be there—when it's needed. So give the most precious gift of all—your blood!

Be assured that giving blood is neither difficult nor distressing. And what a thrill there is in knowing that you've performed a really unselfish act! So call your local American Red Cross today and make an appointment. And tell your friends and neighbors about your experience. Let them share the wonderful feeling Americans get when they roll up their sleeves—and give blood.

*But—*

**WHAT HAPPENED  
TO THAT PINT OF  
BLOOD YOU WERE  
GOING TO GIVE?**



*Call Your American Red Cross Today!*



Contributed in the public interest by  
**PILLSBURY MILLS, INC.**

for workmanlike behavior on the part of his subordinates. This includes authority to admonish, punish or even discharge those who violate the rules—powers which supervisors prefer not to exercise unless they have management's support. In cases where foremen make mistakes in judgment, it is wise to help them "save face" by giving them a chance to reconsider the verdict, rather than overruling them in public.

4. If management has criticisms or warnings to express to a foreman, they are better said in private.

Differences, too, should be ironed out behind closed doors.

5. Start new employees off on the right foot by giving the foreman a major part in the orientation process, so they will look to him for guidance and assistance.

Managers who plead inability to take such measures, because the foremen "aren't ready" or "seem unqualified," are not making optimum use of supervision. They are paying the price for poor selection and inadequate foreman training. They may refer to their foremen as "part of

management," but the employees remain unimpressed—and withhold their seal of approval.

#### The Foremen's Own Feelings

How the foreman feels is the product of these two forces, plus some evaluations of his own. He knows how foremen fare in other plants, and has no trouble comparing his functions, responsibilities and powers with theirs. As a resident, churchgoer, civic club member and neighbor, he knows how he and his fellow foremen rate in the community.



T. J. Van de Kamp

**DECORATION**—Theodore J. Van de Kamp, executive vice president and treasurer, Van de Kamps Holland Dutch Bakers, Inc., Los Angeles, has been made a Knight of the Order of Orange-Nassau by Dr. Adrian Hartog, Consul of the Netherlands. Mr. Van de Kamp received this honor at a banquet in honor of Queen Juliana's birthday, in recognition of his "untiring efforts throughout the years in establishing and maintaining good Netherlands-American relations," Dr. Hartog announced.

If he is treated as an executive by those beneath him and above him, he thinks like one and acts like one, both in plant and without.

This is particularly true since the pay differential problem disappeared, as it largely has. As the institute's survey showed, foremen's salaries run from 10 to 25% above the take-home of hourly employees whom they supervise. We believe this economic indicator points toward more intelligent and effective use of foremen, including their unquestioned acceptance as part of management.

—BREAD IS THE STAFF OF LIFE—

#### COTTON COMPANY OPENS ALEXANDRIA, LA., PLANT

ALEXANDRIA, LA.—One of the South's newest giants in the baking industry went into production here with the opening of the \$1,250,000 unit of the Cotton Brothers Baking Co. This is the fourth baking plant in the Cotton Brothers organization, the other units being located at Baton Rouge, Shreveport and Natchez.

W. F. and H. M. Cotton marked another milestone in the growth of their business from a small shop here nearly 30 years ago. The plant represents the planning by Carl Bornman, general manager for the Cotton Brothers.

The production is laid out in two lines, one for bread and one for cakes.

—BREAD IS THE STAFF OF LIFE—

#### PFENING ADDS TWO MEN TO ENGINEERING STAFF

COLUMBUS—Ted Ronson, partner of the Fred D. Pfening Co., Columbus, announces the appointment of Charles E. Lane II, and Clarence J. Wallers to Pfening's engineering staff.

Mr. Lane was formerly with the W. E. Long Co. where he was director of engineering. Mr. Wallers was formerly connected with the Petersen Oven Co.

**Prize Winning Texture . . .  
Easier Machining . . .  
Increased Fermentation Tolerance . . .  
Improved Flavor . . .**  
*Some of the Benefits You Get from*



Trained Bakery Technicians at Your Service

**BROLITE COMPANY**

2542 ELSTON AVENUE, CHICAGO 47, ILLINOIS

225 Fourth Ave., New York 3, N. Y.  
621 Minna St., San Francisco 1, Calif.

2921 So. Haskell Ave.,  
Dallas 10, Texas

518 First Ave., North, Seattle 9, Wash.  
686 Greenwood Ave., N. E. Atlanta 6, Ga.





# PIKES PEAK

## BAKERY FLOURS

*Peak Performance*  
BACKED BY  
*Superior Service*



*The* COLORADO MILLING & ELEVATOR COMPANY  
*General Offices:* DENVER, COLORADO

Mount Sopris  
and the Crystal River...  
Colorado Rockies

## Program Readied for West Virginia Bakers' Convention

CHARLESTON, W. VA. — The theme "Make Your Business a Pleasure" will prevail at the 15th annual convention of the West Virginia Bakers Assn. scheduled July 26-28 at the Greenbrier Hotel, White Sulphur Springs, W. Va. Registrations are being made at a brisk rate, indi-

cating a record turnout, according to Edward R. Johnson, secretary of the association.

The single business session will be keynoted by Philip Talbott, Washington, authority on baking problems, it has been announced by Lloyd D. Feuchtenberger, Jr., Feuchtenberger Bakeries, Inc., Bluefield, W. Va., chairman of the baker-allied business meeting.

Business will be confined to one single session on July 28, beginning at 10:30 a.m.

Among the activities planned are a golf tournament, an open bridge and canasta tournament for both men

and women, the West Virginia hour and the annual banquet.

—BREAD IS THE STAFF OF LIFE—

## CENTRAL FLORIDA BAKERS AGAIN NAME ROY PETERS

TAMPA, FLA.—The Central Florida Bakers Council, Inc., began its second year of existence by reelecting as president Roy R. Peters, general manager of the Butter Krust Bakeries, Lakeland, Fla.

Other officers elected were M. C. Langford, manager of the American Bakeries, Inc., Orlando, vice president; Ceasar Medina, president of

## RETAIL BAKERY SALES RISE IN MARCH

WASHINGTON — Sales of bakery products in retail establishments rose 10% above February figures during March, according to the U.S. Department of Commerce. Sales were 8% above those for the same month in 1952. For the first three months of 1953, sales were 8% higher than for the same period of 1952.

Holsum Bakeries, Inc., Tampa, re-elected secretary-treasurer.

Members elected to the board of directors were N. R. Farrar, manager, Bell Bakeries, Inc., St. Petersburg, and Sam Tobe, manager, Columbia Baking Co., Tampa.

H. B. Oswald, Tampa, will continue as executive secretary of the association.

—BREAD IS THE STAFF OF LIFE—

## GUTHRIE BISCUIT CO. OPENS PLANT IN WEST

LOS ANGELES — A half billion cookies and crackers a year will come from the ovens of the \$2,000,000 Guthrie Biscuit Co. in nearby Van Nuys. The plant is a wholly-owned subsidiary of Safeway Stores, Inc.

Open house was held recently for employees and families and people of San Fernando Valley.

Visitors saw the 300-foot long baking oven and conveyor setup for mass production of crackers. The cookie division features what is said to be the only completely automatic marshmallow depositing machine on the West Coast.

Hosts at the open house were William J. Grover, manager; C. J. Kellogg, sales manager; and Charles E. Jones, plant manager.

—BREAD IS THE STAFF OF LIFE—

## BORDEN APPOINTEE

NEW YORK — Harry W. Meicke has been named district sales manager of the Borden Food Products Co., with headquarters in Syracuse, N.Y., according to Jules F. Valois, sales manager of the eastern division. Mr. Meicke succeeds William C. Heffron, who has retired after 17 years with the Borden Co. because of ill health.



Edwin Monlot

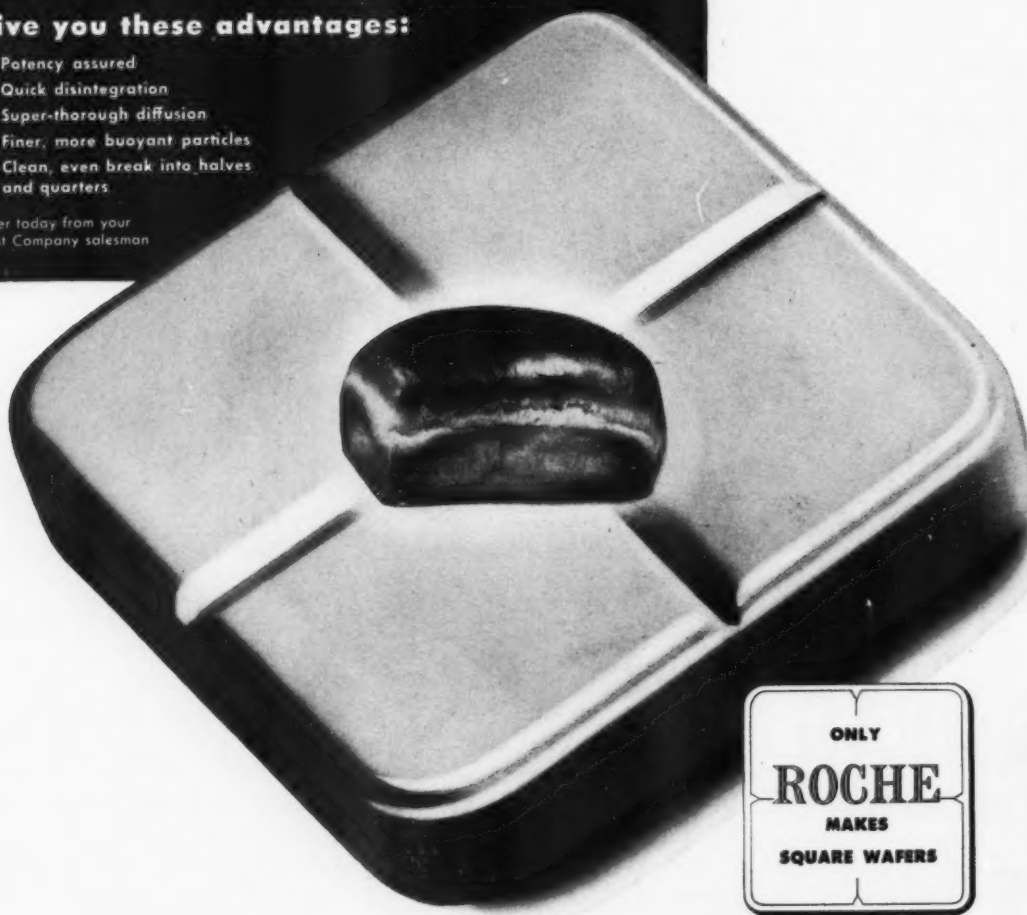
**DIRECTS SALES** — The Thomson Machine Co., Belleville, N.J., has appointed Edwin Monlot as sales and service manager. Mr. Monlot has been with Thomson for 29 years—25 years of it in the field sales and service organization working throughout the U.S. and Canada.

## SQUARE WAFERS FOR BREAD ENRICHMENT

give you these advantages:

1. Potency assured
2. Quick disintegration
3. Super-thorough diffusion
4. Finer, more buoyant particles
5. Clean, even break into halves and quarters

Order today from your Yeast Company salesman



## TWO TYPES TO ENRICH ANY WHITE BREAD

### TYPE A

For use with doughs containing 3% or more non-fat milk solids.

### TYPE B

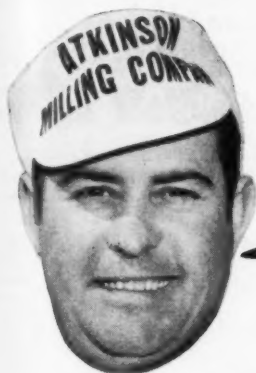
For use with doughs containing less than 3% non-fat milk solids.

*Either Type A or Type B is also available with Vitamin D*

*Vitamin Division*

**HOFFMANN-LA ROCHE INC., NUTLEY 10, N. J.**





Unloading 40,000 pounds of flour is now a "one man job"...and I do it alone in only 63 minutes!

CLYDE GIBBS, truck driver for Atkinson Milling Co.



**9:00 AM**—Clyde, standing on running board to get clear view, spots the big tractor-trailer combination alongside the bakery.



**9:02 AM**—Bins are already set up on receiving end. First duty of driver is to make final check to be sure bins are ready.



**9:05 AM**—Flour line to bins is coupled to flour vent on truck. "Fluidized" in air-mixing chamber, flour flows freely at low pressure.



**9:06 AM**—Electric cable plugged in from bakery to truck. Motive power for mixing chamber and flour movement operates on 220 volts.



**9:07 AM**—Power switched on. Switch controls are located at rear of truck. Operation is entirely automatic from start of flour movement until every pound is delivered.



**10:03 AM**—At 800 lbs. per minute, entire load of 40,000 lbs. has been moved from truck to bins in 50 minutes. Clyde's ready to roll—just 63 minutes from start to finish.



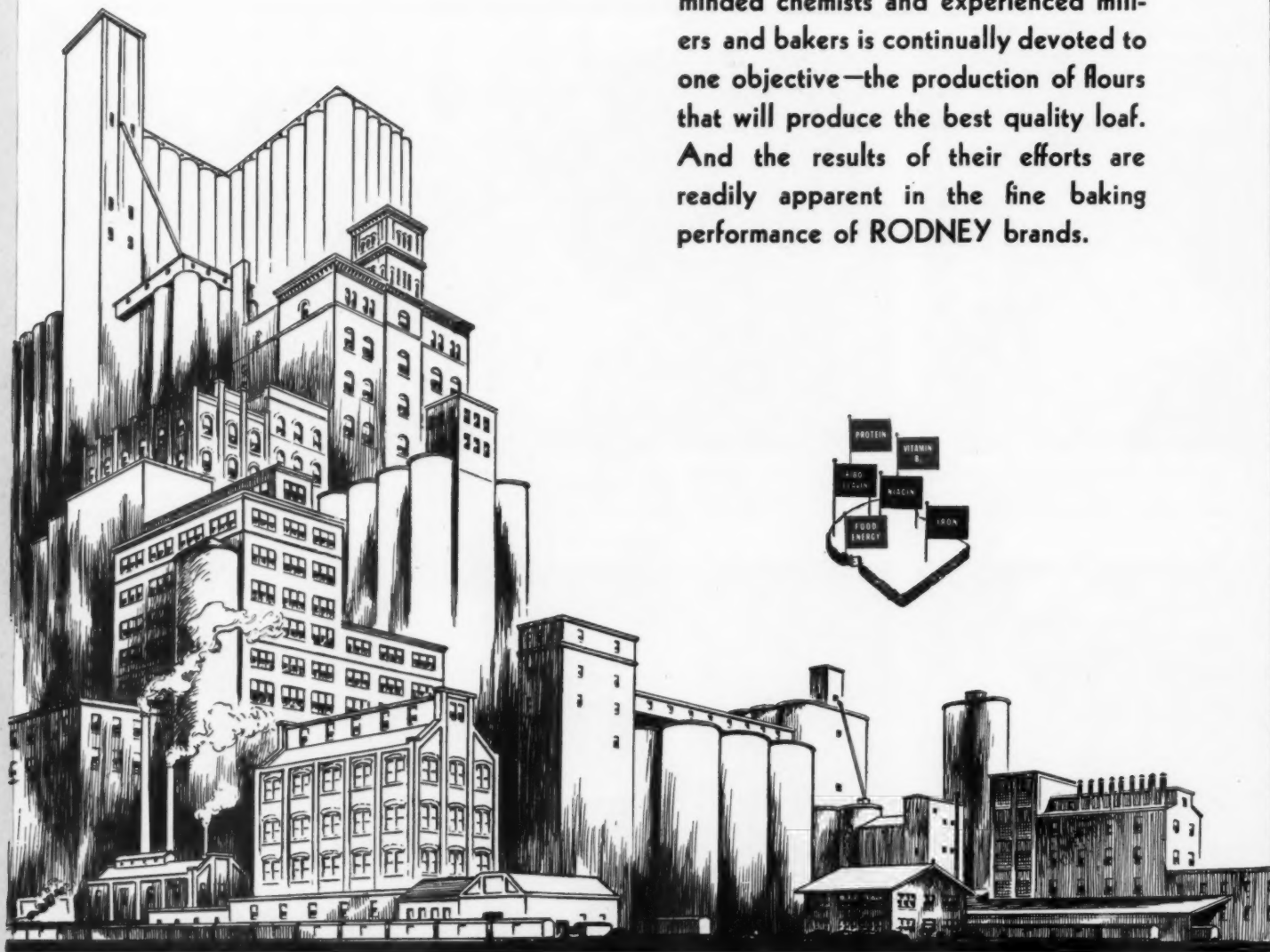
## ATKINSON MILLING COMPANY MINNEAPOLIS, MINNESOTA

**INQUIRIES INVITED** on equipping your own trucks with the revolutionary bulk flour moving device perfected by Atkinson. Amazing speed and efficiency of bulk delivery has been thoroughly proved by scores of deliveries. Savings in handling costs for both mill and bakery are startling and well worth your study. Write for full details.





Not many mills can match the infinite pains we take in insuring the topmost quality for RODNEY flours. For RODNEY has developed a corps of specialists—equipped with the finest facilities—who have acquired a wealth of knowledge in working out milling and baking problems. This staff of practical-minded chemists and experienced millers and bakers is continually devoted to one objective—the production of flours that will produce the best quality loaf. And the results of their efforts are readily apparent in the fine baking performance of RODNEY brands.



*Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the*  
**RODNEY MILLING COMPANY**  
**KANSAS CITY, U. S. A.**  
 22,000 CWTs. DAILY CAPACITY • 5,750,000 BUSHELs STORAGE

## Modern Pepperidge Bakery Retains Tested Methods

DOWNERS GROVE, ILL.—One of America's most modern bakeries—designed to produce old-fashioned bread.

Such, in essence, is the story of the new \$500,000 Pepperidge Farm Bakery, formally opened in Downers Grove, Ill., near Chicago, recently.

Designed by its founder-owners, Mr. and Mrs. Henry Rudkin, and their two sons, both of whom are active in the business, the new bakery located in a countryside setting on Second St., Downers Grove, is geared to turn out 3,000 loaves hourly. The formula follows that outlined in an 1824 recipe from which Pepperidge is baked.

The 50,000 sq. ft. of space at Downers Grove, all on one level, has the latest in baking and wrapping machines and a spotless sunlit cleanliness. But there is nothing mechanical about the production of the bread itself. The dough is still mixed in small batches. Women cut and knead each loaf into shape by hand as in by-gone days. And the fresh appetizing smell of a true home kitchen is everywhere.

Vivacious, red-haired "Peg" Rudkin herself still gives her full time to the operation of what has become an internationally famed business, explaining: "My job is to make sure our quality is as consistently high as when I did the whole job myself. That's why I'm so interested in every phase of the operation and why I think of all of our people as wonderful helpers—all of us concerned with the same results."

### Pepperidge Began in 1937

Mrs. Rudkin doesn't think her task is difficult. For Pepperidge Farm started in 1937 in Mrs. Rudkin's Fairfield, Conn., kitchen with an oven that had a capacity of four loaves and has been a family business ever since. Pepperidge began as the result of the illness of one of the Rudkin children who developed asthma as a baby. The doctors ordered that he have one of two things—a diet strong in natural vitamin B or a change in climate. Moving across the country with her three sons, husband, assorted dogs, cats and horses was impossible. And as Mrs. Rudkin soon discovered, so was finding products and particularly bread with the right vitamin B content. She wanted bread made with old-fashioned stone ground whole wheat flour.

Store after store was visited. Everywhere the story was the same. "Sorry, madam, we haven't carried anything like that for a generation. Nobody bakes such bread any more."

Desperate, Mrs. Rudkin decided to try baking her own. She located an old grist mill making whole wheat flour the old way. Using an old-fashioned recipe she found, Mrs. Rudkin turned out a few experimental loaves. Their texture was rough because she had never baked a loaf of bread before in her life.

But the bread tasted good—and it helped the child's health. The doctor sampled and demanded some for friends. They buttered a few slices and insisted upon loaves for themselves. Then one offered a bit of advice: "Why don't you put up a batch for sale in your local market? Others might be interested."

Mrs. Rudkin did. Within an hour

the first batch of big fresh smelling loaves was purchased and the grocer ordered more. A neighbor girl was hired and baking increased. Then one day Mr. Rudkin carried a few loaves into town on his daily trip to his brokerage office and left them at a store near Grand Central Station. Sales began to rise.

From the kitchen the business moved into a converted stable. From the stable, step by step, it shifted to a sizeable plant at Norwalk, Conn. More employees, most of them neighbors of the Rudkins, were hired. In 1951, a second plant was opened at

Downingtown, Pa., west of Philadelphia. Downers Grove was established to better serve customers in Illinois, Michigan, Ohio and throughout the midwest.

### An Ordinary Housewife

Mrs. Rudkin insists she's just an ordinary housewife who loves baking. Though the firm has expanded, the old-fashioned Pepperidge formula has never changed. Whole wheat flour is still ground on the rough water powered stones at century-old mills. Sweet butter, fresh milk with all the cream left in, honey, cane syrup,

salt and home style yeast are the only ingredients.

Today, however, besides the whole wheat bread Pepperidge also makes white bread, Brown 'n Serve rolls of various kinds and herb-flavored stuffing. These are sold through the same outlets that handle Pepperidge bread. Though Pepperidge prices are higher than most commercial products, sales are increasing.

### Orders from Abroad

A famous movie star once wrote Mrs. Rudkin she was so dependent on Pepperidge she had it toasted in



*Nothing* TAKES THE PLACE  
OF *Sugar!*

No other sweetening agent is so acceptable to consumers as sugar\*.

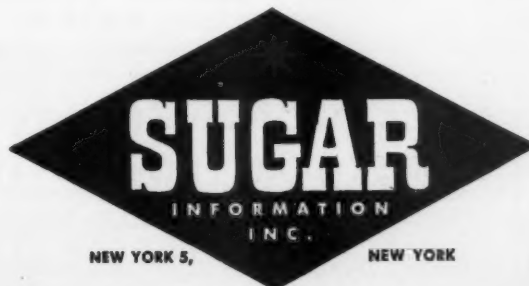
No other sweetening agent is more economical—gives you 25 to 50% more sweetening power. No other sweetening agent is easier to use, store and handle.

For improved color, texture and tenderness, use sugar.

Just as there can be no substitute for quality, there can be no substitute for sugar. Sugar means *quality*, and quality builds *sales!*

For up-to-the-minute facts explaining why sugar is the safest, most effective, and, in the long run, most economical sweetening agent you can use, write Department X.

\*Sucrose—cane and beet sugar.





Be Proud of Your Job,  
as We Are of Ours, for

**"Bread is the  
Staff of Life"**



GIBRALTAR  
Flour

KANSAS BEST  
Flour

**The Consolidated Flour Mills Co.**  
"In the Heart of Kansas"  
Wichita, Kansas

MASTERPIECE - SWEET CREAM - VERY BEST



**There's a WORLD of  
QUALITY in ...  
JENNISON Flours**

**W. J. JENNISON CO.**

Office: 576 GRAIN EXCHANGE, MINNEAPOLIS 15, MINN.

MAin 8637

MILLS AT APPLETON, MINNESOTA  
CHOICE OF MINNESOTA - BELMONT - STAMINA

All Grades

**RYE FLOUR**

1000 cwt. Flour—250 cwt. Meal

**GLOBE MILLING COMPANY**  
WATERTOWN, WISCONSIN

**Exceptional Bakery Flours**  
**NO-RISK EX-HI NO-RISK PLA-SAFE**

**THE ABILENE FLOUR MILLS CO.**  
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily

Grain Storage 1,800,000 Bus.



**\$500,000 Pepperidge Farm Bakery**

New York and sent via parcel post to her wherever she might be. When this arrangement became too difficult, she wrote Mrs. Rudkin, sent her itinerary, and asked that two loaves be dispatched each week. The same kind of request has come from as far away as Korea. One homesick G.I. said he yearned for a taste of his favorite bread and sent \$2. Mrs. Rudkin returned the money and began sending it twice weekly. Recently she received a lovely antique piece of Chinese lacquer inlaid with mother-of-pearl worth far more than all the bread she had shipped.

The friendly gesture doesn't surprise Mrs. Rudkin either. Her product made entirely of home products and neither homogenized, vitaminized nor guaranteed to give anyone a prize fighter's physique has grown primarily as a result of word of mouth praise from one user to another. Hundreds write Mrs. Rudkin monthly, exchanging recipes, ideas about cooking, life and children. She answers all of them.

#### Women Do Baking

Firmly believing that women have more talent for making good bread than men, 75% of the employees at Downers Grove are women—many of them elderly. Mrs. Rudkin also has a rule that none of those hired can be home bread bakers. "I'm afraid they'll introduce variations of their own. We feel Pepperidge must be up to a uniform standard."

Mrs. Rudkin knows many of the girls at Downers Grove by their first names even though the plant has been in test operation for only two weeks. She's genuinely interested in all their problems, explaining: "When we get so big that I won't know them all personally, I'll be ready to retire."

At the Norwalk bakery one girl even brought in her boy friend to see Mrs. Rudkin before she ventured a final "yes." Relationship with all employees has always been direct, with insurance and hospitalization plans provided by the Rudkins.

And Mrs. Rudkin makes certain that she keeps her "hand in" by often setting down and kneading a few loaves herself.

#### The Rudkin Story

Mrs. Rudkin still works as hard as she always has, says she thrives on work and has ever since she graduated as valedictorian from public high school in Flushing, N.Y., where her family moved after the death of her grandmother. From high school, she immediately went to work as a bookkeeper in a Flushing bank, its first woman employee. All day long she sat on a stool making entries, adding up debits and credits by hand. If the accounts didn't balance and she had to stay late her mother came down with her knitting.

Two years of this and she was made a teller. "I liked the job because it gave me a chance to talk with people. The greatest thing I learned was a sense of accuracy and responsibility plus a good background for business.

Even now I can go out to our people who handle the funds, ask for the cash balance and tell right off if it's correct."

After four years at the bank, Mrs. Rudkin became what she calls now a "customer's woman" for a new-dissolved brokerage house. There she met Mr. Rudkin, one of the partners. Married in 1923, they lived in New York for five years until Mr. Rudkin bought a large farm in Fairfield, Conn.

But Mrs. Rudkin was so interested in business and similar activities there was little time for bridge, golf and cocktail parties, most of which she regards as rather a waste of time. Today she spends five days a week at the job.

But though thoroughly enjoying her work, she looks forward to Saturdays when she has a chance to do some home baking. Her favorite home

**ARNOLD**

...of...

**STERLING**

*Mills and Sells*

**"Thoro-Bread"**

(Diastatically Balanced)

A very fine, strong, altogether uniform and dependable flour

**ARNOLD MILLING CO.**  
STERLING, KANSAS

**Moore - Lowry Flour Mills Co.**

Kansas City, Mo.

**PRECISION-MILLED FLOURS**

**Miner - Hillard Milling Co.**

WILKES-BARRE, PA.

Manufacturers of

**CORN FLOUR - CORN MEAL  
CORN SPECIALTIES**

**The Williams Bros. Co.**

Merchant Millers KENT, OHIO, U.S.A.

Specialists Ohio Winter Wheat Flour  
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.





*Milled with infinite care and skill  
from premium wheat. Outstanding among  
the country's finest flours.*



**Eagle ROLLER MILL COMPANY**

*Since 1856*

**NEW ULM, MINNESOTA**

# THE MARK OF "C"

STARRING CHRISTOPHER LUDWICK

"This is a story not about a soldier  
... but a baker"



## "A POWERFUL 30-MINUTE COMMERCIAL FOR BAKERS' BREAD"

"Gentlemen, I don't know what you scientists have recommended, but as a baker I'd like to remind you that bread always has and always will be the most essential and the most universal of all basic American foods. No matter what their income, people in this country eat bread—three times a day—every day. It is the only food that goes well with everything. We never get tired of eating bread. I have always said that the good bread of a nation is in the good bread she eats. So, why not enrich the bread? The extra vitamins and minerals will not change the looks nor the taste of the fine white bread we've grown to love so much. But enrichment of our bread will improve the health of every American."

"... the strength of a nation is in the bread her people eat. So, the better our bread, the stronger our nation."

"... a new method of grinding wheat with steel rollers ... it crushes the grain without pulverizing the husks. The result is much better flour ... it's healthier too."

"... bread is one of our most important energy foods. And, when you realize that 85% of all the food we eat is used for energy, no wonder bread plays such an important part in our daily diets. And no wonder knowledge plays such an important part in the baking industry."

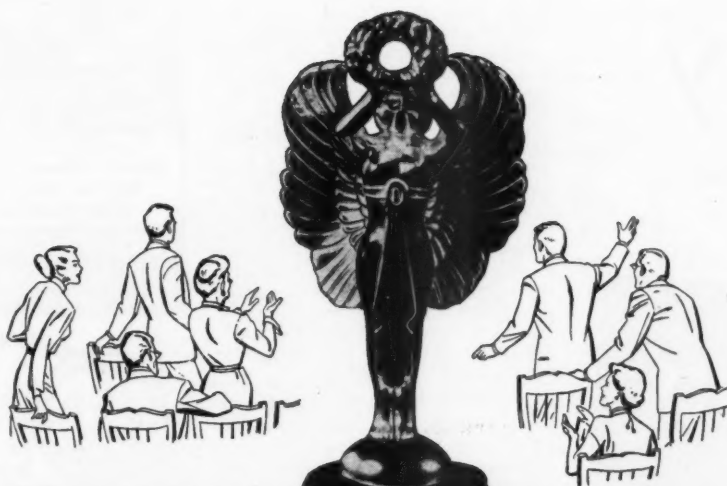
"... the spirit of progress was there when the bakers added milk to bread to give it higher nutrition and finer flavor. Today the baking industry uses huge quantities of non-fat dried milk solid from millions of gallons of pure wholesome milk ... one more important reason why American bread is the best in the world."

"... also the suppliers of the individual ingredients are constantly seeking ways and means to improve their products that go into bread."

"... by March of 1941 white bread was enriched with the essential health vitamins: thiamine, niacin, riboflavin and iron. Today you can see evidence of it yourself—the word 'enriched' is printed right on the wrapper of the loaf of bread."

"... even today the spirit of Chris is working right along with the Wheat Improvement Associations, bakers, millers, farmers, and agricultural scientists to develop new strains of wheat for better flour and better and better bread."

"... today many Universities are including baking as part of their regular curriculum. There is also a number of modern well-equipped schools devoted exclusively to the science of baking. One of these schools is the A.I.B. in Chicago where students from all over the country are working in the classrooms ... and scientific research laboratories ... and the test bakeries. They are working with the most modern of equipment, using the most modern of techniques ... learning how to make bread that is constantly better and better."



**...AND THE PUBLIC APPLAUDS!**



**WINNER OF "OSCAR" FOR  
BEST PUBLIC RELATIONS FILM  
OF THE YEAR . . . Cleveland  
Film Festival, June 12, 1952.**

**BAKERY SALES MANAGERS:** 16 mm. Technicolor prints of "The Mark of C" available to you for showings to women's clubs, schools, civic and fraternal organizations, etc. Offers great sales and promotional opportunities. See your Anheuser-Busch Yeast Man for complete information.

**BAKERY PRODUCTS DEPARTMENT  
ANHEUSER-BUSCH, INC.**

**ST. LOUIS**



**MISSOURI**



# Uniformity

the priceless quality in flour

yours always with . . .

## Acme-Evans Flours

ANGELITE—cake flour

COOKIE KING—cookie and doughnut flour

CRACKER KING—cracker sponge flour

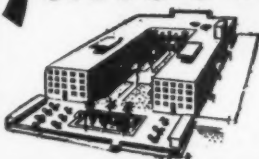
GRAHAM KING—100% soft wheat graham

PASTRY KING—low viscosity flour

Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

## THE Kimberly



### Where Leisure Living Prevails

- 124 Luxuriously furnished rooms
- 400 feet of Private Beach
- Salt Water Swimming Pool, Cabanas
- Free Parking on Premises
- Cocktail Lounge & Restaurant
- Entertainment

### MOTORISTS

You'll enjoy our Motel Accommodations

SPECIAL WEEKLY AND MONTHLY RATES

DIRECTLY ON THE OCEAN AT 180TH STREET

MIAMI BEACH

Send Me Free Additional Informations

Name .....  
Address .....  
City ..... Zone ..... State .....

## BAKING TRAINING

for Veterans and Non-Veterans in  
Bread and Rolls • Cakes and Pastries  
Experimental Baking and Decorating Included  
Write for information

**DUNWOODY INDUSTRIAL INSTITUTE**

An endowed non-profit trade school

818 Wayzata Blvd.

Minneapolis 3, Minn.

cooking incidentally, is lemon chiffon and apple pie.

### Grinding the Flour

The mills which grind the wheat for Pepperidge Farm bread in New England and Pennsylvania were built in the 18th century. French buhrstones turn slowly and crush the grain in an action similar to that of a pestle in a mortar. Mrs. Rudkin believes stone-ground flour is greatly superior to the conventional roller mill product because it retains the live wheat germ, a rich source of vitamin B.

The presence of the wheat germ in a stone-ground flour makes it spoil quickly, however, and it therefore has to be used within a few days of milling. In the Downers Grove plant a stone grinding flour mill has been installed in a wing of the building. Old time grist mill stones have been set up to grind daily all the 100% whole wheat flour needed for the whole wheat bread to be baked here.

### Making Pepperidge Bread

The production of a loaf of Pepperidge Farm bread begins in the mixing room. One of the white-uniformed women mixers gets the process underway when she rolls a tin steel mixing bowl which sits on casters and holds enough dough to make 80 loaves under the first of a row of wall spigots and puts in the required amount of fresh, whole milk. An equal amount of water is added from the next spigot.

As the bowl is rolled along other employees add melted creamery butter, yeast, salt and from other spigots unsulphered molasses, liquid sugar and honey. After these ingredients have been mixed, a male employee wheels the bowl to the far end of the room, pours in flour from a large overhead flour bin, and attaches the bowl to one of 10 mixing machines.

Mixing completed, the bowl is detached and wheeled into the first of two raising rooms, and left there for two hours. It is then rolled into the kneading room where an electric crane raises it and empties the dough onto a large wooden table. Four women stand at this table, two on either side. Using small metal blades with wooden handles, they chop off lumps of dough about large enough to make a loaf, weigh them on a scale and add or subtract if necessary.

From the cutting table in the Pepperidge Bakery at Downers Grove the pieces of dough are tossed onto an endless belt, which takes them slowly past a line of women seated at a sloping, kneading table. Each piece of dough is taken from the belt, kneaded thoughtfully for about a minute and put back on the belt.

At the end of the Pepperidge kneading table two women put the pieces of dough into baking tins, which are placed on racks and wheeled into a second raising room, which is somewhat warmer and more humid than the first.

Pepperidge Farm bread has two risings in contrast to the four of many commercial bakers. And it is baked for an hour at 400°, almost twice as long as many others.

The Pepperidge tins are then dumped automatically onto a belt, which passes before two women wearing white canvas gloves, who remove the bread from the tins. The loaves continue on the belt into a large cool room where two of the women lay them on racks.

After cooling, the loaves are wrapped by machinery and sent on another belt to the shipping room where men pack them in cartons for quick delivery throughout this area.

**The Choice of the Finest Hard Wheats**  
The only mill in this great terminal market, Universal consistently offers:  
**BETTER SPRING WHEAT AND DURUM FLOURS**  
**DULUTH UNIVERSAL MILLING CO.**  
Duluth, Minnesota

**SAN FRANCISCO  
PORTLAND  
LOS ANGELES  
BERKELEY**  
**AMES HARRIS NEVILLE CO.**  
MULTI-WALL PAPER BAGS  
BURLAP AND COTTON BAGS  
AND SEWING TWINE

*Always Something New*

Since  
**1885**



Cotton and Burlap Bags

**PERCY KENT BAG CO., INC.**  
KANSAS CITY • BUFFALO • NEW YORK

### HIGH GLUTEN FLOURS

For Bakers

**The Morrison Milling Co.**

Denton, Texas

Emphatically Independent

### "Whitewater Flour"

Ground Where the Best Wheat Is Grown

**WHITEWATER FLOUR MILLS CO.**  
Whitewater, Kansas

### ACME — GOLD DRIFT

Better Bakery Flours

These Brands Meet Every Shop Need  
**The ACME FLOUR MILLS CO.**  
Oklahoma City, Okla.

### WHITE WHEAT

Low Protein Cake and Cookie Flours

**AMENDT MILLING CO.**  
Monroe, Mich.

### "SLOGAN SPECIAL"

The Quality Baker's Flour

**Oklahoma Flour Mills Co.**  
Tulsa, Oklahoma

## AMERICAN BEAUTIES

By Tom Henderson



Our cartoon this month is dedicated to all the patient, understanding bakers of America. Hope you'll like it enough to put it up in your shop.

Have you ever used American Beauty Cake Flour? It's one of the top performers in the Russell-Miller line of quality bakery flours.

You'll like the way American Beauty handles in the shop. You'll like the high, light, "customer-pleasing" cakes it turns out. Ask your jobber or Russell-Miller representative about American Beauty Cake Flour.

Millers of  
**OCCIDENT,  
AMERICAN  
BEAUTY**  
and other fine  
bakery flours

# RUSSELL-MILLER MILLING CO.

General Offices: Minneapolis 1, Minnesota

**Picnic Month****They're Your Promotions, Too****Sandwich Month**

CHICAGO—A plea for concerted action on the part of all bakers to back the Bakers of America Program of the American Bakers Assn. in the forthcoming summer promotions has been made by J. Roy Smith, chairman, program planning committee, Bakers of America Program.

Mr. Smith is vice president and general manager of Smith's Bakery, Inc., Mobile, Ala., and served as president of the ABA in 1951. He is also a past president of the Southern Bakers Assn. and the Tri-State Bakers Assn.

Mr. Smith comments:

The baking industry is making progress in its campaign to build a better appreciation for and greater use of our products. Over the period of years during which the Bakers of America Program has been operating, we have been conducting a program of advertising, public relations and consumer education.

There is definite evidence that this program is building steadily, that more and more key people and more and more consumers are learning about our industry and our products and that they are losing some of their misconceptions about bakery foods, particularly bread.

In effect, it is the individual baker

**EDITOR'S NOTE:** The text of J. Roy Smith's accompanying comments first appeared as a guest editorial, "This Is Your Promotion, Too," in *Vitality News*, monthly merchandising publication of General Mills, Inc. Mr. Smith, who is chairman of the program planning committee of the Bakers of America Program, punches at the heart of successful promotions in this worthwhile article and makes a stirring plea for nationwide co-operation in making Picnic Month and Sandwich Month profitable events this summer.

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-SIX YEARS



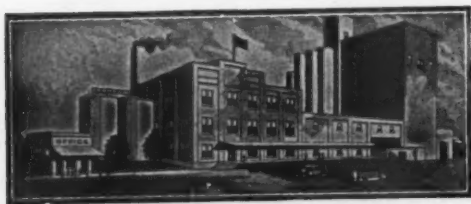
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

**T**HE extra baking values of HUNTER flours are appreciated more than ever these days when bread production problems are so difficult. It is easy to choose wheats wisely for HUNTER flours, which are backed by wheat storage capacity sufficient for 10 months of milling.

**THE HUNTER MILLING CO.**  
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

who supports the program who is doing this job. Our national office in Chicago and our planning committee merely are the focal point for the activity—for generating ideas, and organizing campaigns.

**Tie-Ins Means More Sales**

The baker who moves in on the program campaigns, builds his own sales promotion work behind the same theme, is carrying the ball for the industry in his own area. And those bakers who have been energetic in such support have shown definite benefits to their own organization.

We have just completed a two months drive on breakfasts—a nationwide program which enlisted the support of many organizations within and outside of the baking industry.

Here, there and everywhere people have been made conscious of the need for a better breakfast, a breakfast which includes all nutritional elements, particularly those in bread.

This drive will be repeated next year in February and March. It merits long-range planning by bakers, to support the national theme and to carry its effect into every home.

**Picnic Month Promotion Next**

Coming up next is our national "July Is Picnic Month" promotion. Here again the baking industry will have the all-out support of literally hundreds of different organizations, building more picnics. Any baker who fails to capitalize on this theme is missing a truly great opportunity for a most worthwhile summer promotion.

Outdoor eating is America's favorite sport. The more we talk about it in our advertising and sales promotion work, the more people will be interested in a greater number of outdoor meals. I need not tell any baker that 99% of the meals eaten outdoors have bread and other bakery foods as most important ingredients.

We urge every baker to bear down hard on the picnic campaign and to start planning well ahead for the better breakfast program next winter.

**Sandwich Month**

The picnic promotion will be followed by "August Is Sandwich Month," in which the program will be co-operating heavily with the Wheat Flour Institute and many others. Here, too, is an opportunity for bakers to build locally behind a national campaign, with mutual benefit for all concerned.

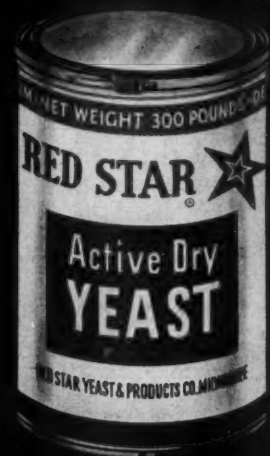
—BREAD IS THE STAFF OF LIFE—

**AMF RENEWS TV SHOW**

NEW YORK — American Machine & Foundry Co. has renewed its association on next year's "Omnibus," the 90-minute television program series produced by the TV-Radio Workshop of the Ford Foundation, according to an announcement by Morehead Patterson, AMF board chairman and president.



*The new standard  
of fermentation...*



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE



*high altitude spring wheat—plus four generations of milling experience—plus a modern mill—result in TRISCO flour—for bakers who want a mellow-type flour of superior quality.*

**TRI-STATE MILLING CO.** Rapid City, S. Dak.

## SPRING WHEAT FLOURS

**RED WING SPECIAL  
BIXOTA**

**CREAM of WEST**

PRODUCE BREADS WITH TASTE APPEAL

**THE RED WING MILLING CO.**

RED WING, MINNESOTA

*Wheat Washed with Our Own Artesian Well Water.  
Flour Tested and Baked in Our Own Laboratory.*

## HANDY WAY TO SUBSCRIBE

**The American Baker**

Circulation Dept., 118 S. 6th St., Minneapolis 2, Minn.

Please enter my AMERICAN BAKER subscription for

☐ One year \$2    ☐ Two years \$3  
☐ Bill me    ☐ Bill my firm    ☐ I am sending payment

Name .....

Address .....

City ..... Zone ..... State .....

Kindly Check  
Type of  
Business

BAKERIES & BAK- ☐ EXECUTIVE, MGR. ☐ BAKERY SUPPLIER  
ERY OWNERS ☐ SUPERINTENDENT  
☐ Wholesale ☐ Retail ☐ PRODUCTION ☐ OTHER .....

## AIB Cake Course to Begin June 22

CHICAGO—It's a fine thing to be able to eat your cake and have it, too, and that is the way the American Institute of Baking is planning its Cake Course June 22-July 3. Students not only will hear lectures on the technical aspects of cake production, but also will acquire the skills of taste testing the cake for quality control.

The taste-bud method of judging bakery products was developed at the institute to supplement traditional methods of scoring products on the basis of volume, color, texture and other physical attributes.

The AIB states that cake bakers are particularly aware of the importance of flavor in their products, since desserts are chosen as treats, rather than as necessary staples. Yet survey after survey shows that while the American homemaker looks to her baker for 95% of her bread, she prefers to bake her own cakes more than half of the time. When asked for her reasons, she puts quality and flavor at the top of the list, and she feels that her own product is superior in these respects.

Whether or not she is justified will be determined by the students. During the two-week course, students will take part in organoleptic—taste impression—panels in order to learn the technique from the viewpoints of both panelists and evaluators.

They will compare samples of cakes made from rich and lean batters, and with varying proportions of sugar and flavoring. Cakes fresh from the bakeshop will be compared with those bought in retail stores, and students will have a chance to judge their competition by trying "home-made" cakes and those baked from prepared mixes.

There are no accurate methods for judging flavor by chemical analysis, but every baker can organize a taste-testing panel as a guide to quality control. The Institute's Cake Course will teach the techniques for setting up a panel and for evaluating the results obtained from it. For information on other subjects included in the course, write to the Registrar, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.

## NATIONAL HOME BAKING STOCK SOLD TO OFFICIAL

DAYTON, OHIO—Guy T. Shiverdecker, president and general manager of the National Home Baking Co., Dayton, Ohio, has announced that he has purchased all outstanding stock in his company and that he and his wife, Phyllis M., now are sole owners of the business.

Along with the change in ownership, Mr. Shiverdecker, who had owned controlling stock in the corporation, revealed a reorganization in the firm. His wife, secretary and

## DOUGHNUTS BECOME PART OF CHURCH SERVICE

CLARK'S LAKE, MICH.—Doughnuts and coffee every Sunday morning at 8:30 a.m. help get worshippers out for the early service at the Baptist Church here. This also enables Dr. R. Lloyd Pobst to finish his sermon on time and get back to his home parish in nearby Jackson for his regular service.

a director of the company, also assumes the post of vice president.

Mr. Shiverdecker said he purchased the outstanding stock from the estate of Anthony D. St. John, a former partner who died last September, and from Henry A. Raterman, who was vice president and a director until he resigned those posts and left the company.

Maurice J. Leen, Jr., an attorney, was named a director of the company to succeed Mr. Raterman.

Mr. Shiverdecker, who is also treasurer of the 40-year-old Dayton firm, said the deal was entirely a stock transaction. He has been in the bakery business 33 years and, along with the other partners, has owned an interest in National since 1944.

The company operates 22 trucks for its house-to-house delivery and has a retail outlet at the bakery. Mr. Shiverdecker said he hopes to expand the firm's route sales and that John M. Jones will continue as sales manager for the company.

—BREAD IS THE STAFF OF LIFE—

## WILLIAMS BAKING PLANS DISTRIBUTION BUILDING

WILKES-BARRE, PA. — Williams Baking Co. will erect a new building here to house distributing operations for this area. Baking operations of the company in this city have been discontinued but the majority of employees are being retained to handle distribution activities.

Gerald R. Williams, Sr., president of the firm, said the distribution area here will be expanded and eventually the distribution plant will employ more persons than did the baking facility.

*The Standard Others  
Strive to Reach*

**WHITE SWAN  
FLOUR**

SPRINGFIELD MILLING  
CORPORATION

500 GRAIN EXCHANGE AT 6339  
MINNEAPOLIS • MINNESOTA  
Mills at Springfield, Minn.

**DIXIE LILY**

Plain and Self-Rising

A Flour Without Equal  
Anywhere

**BUHLER  
MILL & ELEVATOR CO.**

• Mill & Gen. Offices, Buhler, Kansas  
• Southern Regional Office, 934 Exchange Bldg., Memphis, Tenn.

## STAR OF THE WEST

One of the Best

**MILLING COMPANY**

NIGHTINGALE and STAR Patent Flour

Phone 2131 Frankenmuth, Mich.

## CODING AND MARKING

"Code dating and marking machines for the flour milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty.

Write for information on a specific problem

**KIWI CODERS CORPORATION**  
3804 N. Clark St. Chicago 13, Illinois

# The right combination



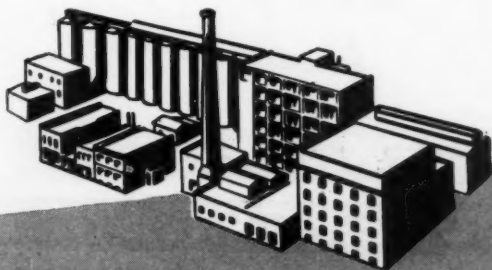
... your skill and  
**HUBBARD HIGH-QUALITY FLOURS!**

Always dependable, always the best  
... famous HUBBARD Flours. No matter  
how exacting your standards, HUBBARD  
has a performance-proven flour that  
will suit you perfectly.

Made under rigid quality-control con-  
ditions, these fine HUBBARD flours are  
recognized as leaders in their field.  
HUBBARD flours have a reputation for  
reliability and economy to maintain!



KING HUBBARD  
MOTHER HUBBARD  
SPRING MAIDE  
SUPERLATIVE  
SONNY HUBBARD



**HUBBARD MILLING COMPANY**  
MANKATO, MINNESOTA



## Ring the Baker's Doorbell

Gene Pepples is the new manager of the Northside Bakery, **Boone, Iowa**.

Durwood R. Edwards has been named manager of Sunlite Baking Co., **Carlsbad, N.M.** R. B. Seawright will continue as baker for Sunlite.

When Arthur Godfrey used a **Miami Beach, Fla.**, hotel recently as the setting for his morning TV show, he showed a chantilly tort that Fred Grimmig of Jacques Pastry Shop had

made for him. Many letters and long distance phone calls have come in to the bakery asking for the recipe.

The Black Hills Bakery, **Custer, S.D.**, has been sold by Mr. and Mrs. M. J. Gibbs to Fay Fletcher, formerly of Chadron, Neb.

Northern Baking Co., **Ironwood, Mich.**, reported little damage from an oven fire recently.

The third anniversary of Old Home

Bread sales in the **Fairmont, Minn.**, area, was observed recently by the Metz Baking Co., **Sioux Falls, S. D.** Dan Keasling is manager of the Fairmont area and Wayne Brink is the company sales manager.

James Miller, owner of the Miller Bakery, **Madison, Neb.**, has retired and sold his building.

The Tasty Pastry Shop, **Muscatine, Iowa**, has been opened for business by Ford Hilton and Dewey Applegate.

Mr. and Mrs. R. W. Richter have purchased Stolba's Bakery, **Cedar Rapids, Iowa**, from Mrs. Bessie Stolba.

Norton Hanson and Sherman Caselton have been named as department heads of Brownie Bakery, **Fargo, N.D.**

Mr. and Mrs. Alex Lessard have purchased the **River Falls (Wis.) Bakery** and the **Hudson (Wis.) Bakery**.

Nearly 150 bakers from the **Lima, Ohio**, area attended a film and demonstration by Standard Brands, Inc., at the Barr Hotel in Lima.

A special order from a grocery resulted in a 240-lb. dainty peach pie baked by Larry Podaro and Johnny Quirici, bakers at the National Bakery & Cafeteria, **Albuquerque, N.M.**

Mr. and Mrs. Francis Snyder have opened a bakery in **Kanawha, Iowa**.

Stieler's Bakery, **Springfield, Minn.**, recently staged an open house to celebrate completion of remodeling and its 34th year in business.

Deboni's Neighborhood House, **Elkhart, Ind.**, held an open house to celebrate the completion of the recent remodeling and redecoration pro-

gram. Every hour during the day visitors received prizes.

Isadore Kaye, formerly a partner in Kotch's Bakery, is opening a new shop in the Westwood shopping district in **Los Angeles**.

Bob Wright has purchased Hafner's Bakery, **Glendale, Cal.**

Cooper Donut Co. has taken over the operation of Tip Top Donut in **Los Angeles**.

American Bakery, **South Gate, Cal.**, a wholesale shop, has just opened a retail store at its factory location.

Frank Rauch, **Athens, Ohio**, wholesale bakery businessman, has retired. He and Mrs. Rauch will live in Florida.

The Alderman Bakery, **Jensen Beach, Fla.**, owned and operated by C. H. Alderman, has been closed for the summer.

Mr. and Mrs. Wm. Kruppa who formerly operated the Sarasota Baking Co., **Sarasota, Fla.**, have purchased the New England Pastry Shop, **Cocoanut Grove, Fla.**

The Pompano Bakery, **Pompano Beach, Fla.**, has been closed for the season.

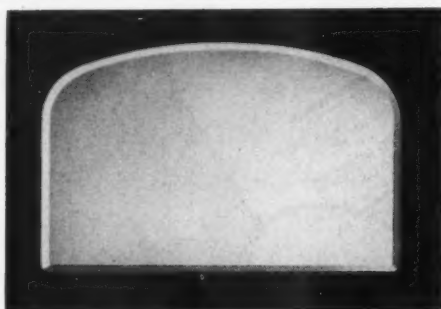
Fred Grimmig, owner of Jacques Pastry Shop, **Miami Beach, Fla.**, has added several pieces of new equipment and two vehicles to the bakery.

The winner of a sales contest now under way among salesmen for Flowers Baking Co., **Jacksonville, Fla.**, will be awarded a 1953 automobile.

Mr. and Mrs. Doyle Carbin, Deshler, Ohio, have purchased a bakery in **Largo, Fla.**, and have named it Carbin's Doughnut Shop.

Bernard and Weston Fish, formerly of Greenfield, Mass., have opened Fish's Bakery at **Jensen Beach, Fla.**

The former Bert's Bakery, **Taft, Ore.**, has been reopened as Wescott's



### Unusually Flexible BOWL SCRAPER by BUSH ... Will Not Crack!

Ideal for Imprinting of Advertising Message

Designed for efficient scraping of all standard bowls and made of DuPont Alathon, Bush's unusual scraper leaves absolutely no aftertaste. Useful also for scraping out hot custards and pie fruit kettles without harming scraper.

Ideal for imprinting of advertising message. Send for new catalog featuring many new ornaments as well as Bush's revolutionary low-cost cake tiers that bakers can afford to give away.

... by **Leon D. Bush** WORLD'S LARGEST MANUFACTURER OF CAKE ORNAMENTS  
Dept. A, 4250 W. Diversey Ave., Chicago 39, Ill.

## 3 BAKER FLOURS



that give

more production  
fewer worries!

TEA TABLE  
OVENSPRING  
BIG VALUE

THE WEBER FLOUR MILLS CO.  
SALINA, KANSAS

Bake Shop. The shop has been completely redecorated by the new owner, Charles A. Wescott.

Robert L. Reeves has purchased a Seattle bakery to be known as Sally's Bakery.

Donald Neu has joined the crew of the Oroville Bakery, Oroville, Wash., which is operated by Betty and Norman Shultz.

Mr. and Mrs. Chet Hoffman and Mr. and Mrs. Floyd Hoffman marked the seventh anniversary of their ownership of the Sheridan Bakery, Sheridan, Ore., with the installation of new equipment.

A remodeling of Beck's Morning Fresh Bakeries, Medford, Ore., is estimated to cost \$50,000, Fred Beck has announced.

An open house to celebrate its 30th year of operation was held by the Ephrata Bakery, Ephrata, Wash. It is operated by Ralph Abelson.

Mr. and Mrs. L. J. Hart and Mr. and Mrs. V. R. George have reopened the Cannon Beach Bakery, Cannon Beach, Ore.

A gas explosion at Calamas Bakery, Augusta, Ga., caused considerable damage to the establishment. One person was injured.

Dorsey Bros., Washington, Ga., has leased a one-story brick building which will be used for distribution of baked goods.

The Ward Bakery Shop, Augusta, Ga., was closed for two weeks recently for remodeling. Johnnie Ward, owner, said the building was completely redone, with new ovens and mixers installed.

Sunshine Bakery & Kosher Delicatessen, Augusta, Ga., is now specializing in "baked New York style," according to J. B. Kosher, manager.

An explosion of undetermined origin in a gas-fed oven at the Murray Brothers Baking Co.'s plant, Augusta, Ga., caused considerable damage recently.

Gaspar Marretti, former St. Petersburg, Fla., area manager for Holsum Bakers, Inc., of Tampa, is now district manager, covering Pinellas, Manatee, Sarasota and Lee Counties, Florida.

Joseph H. Telley, Jr., production superintendent of the Tip-Top Bakers, Tampa, Fla., recently received the annual award as the leading baker in Ward's gold baking cup contest.

Mrs. Stanley Gunderson has opened a bakery sales store in New London, Wis. Baked goods from the Gunderson Bakery, operated by her brother-in-law, Ray G. Gunderson, in another part of the city, will be sold.

Heavy loss was suffered by the Gardner Baking Co., Flatteville, Wis., in a \$25,000 fire recently.

The Steinhardt Bake Shop, Brooklyn, N.Y., has been sold to Burke Schlott and Hans Merkel.

The Drexel Bakery, Oklahoma City, has been sold to Edgar M. Johns,

who formerly operated John's Bakery, Oklahoma City.

Herbert B. Ungles, vice president of the Ungles Baking Co., Des Moines, Iowa, has announced the appointment of Joseph C. Stein as production superintendent.

The Cake Box Bakeries, Inc., Kansas City, has started construction of a one-story building which will be its fifth retail unit.

Joseph K. Loukas, owner and operator of the Royal Baking Co., Wheeling, W. Va., was honored re-

cently upon his retirement. He has been a baker for nearly 40 years. Lawrence Jepson and John Wallace have taken over operation of Royal.

United Biscuit Company of America, a Delaware corporation authorized to do business in Virginia, has designated 30,000 shares of preferred stock as \$4.50 cumulative preferred stock series.

Three Cincinnati bakeries are now spic and span after redecorating. They are the Liberty Bakery, operated by Vincent Gramaglia; Macke's Bakery, owned by Gus Macke, and

Gardner's Bakery, operated by Carl Gardner.

Nick Mackstaller, operator of the Beau Monde Bakery, Cincinnati, has installed new equipment.

J. R. Lewis, formerly of the Lewis Pie Co., Huntington, W. Va., has returned to Portsmouth, Ohio, to assist his mother in the bakery business. Harry Price has purchased the Huntington business.

The first unit of the improvement program at Fuchs Baking Co., South

## Baking Industry Hails—

# B-E-T-S<sup>®</sup>

WITH

# VITAMIN D

"The Sunshine Vitamin"



### SALES OF NEW B-E-T-S TABLETS REFLECT OVERWHELMING ACCEPTANCE

STERWIN continues its leadership by aiding in establishing and first making available, in a convenient tablet form, the proper level of Vitamin D in the enrichment of bread. This new product results from the fortifying of B-E-T-S, the original bread enrichment tablet with sunshine Vitamin D.

Authorities agree that Vitamin D is essential for the proper utilization of calcium. And since bread is an important source of calcium, many bakers are securing a definite sales advantage by featuring the Vitamin D story in their advertising. And they also profit by adding to their enriched bread label the claim for the percentage of maximum daily requirement of Vitamin D contained.

The original B-E-T-S and B-E-T-S with Vitamin D enable the baker to meet bread enrichment standards easily, economically and accurately. For further information, consult your Sterwin Representative or write direct to:

## Sterwin Chemicals, Inc.

Subsidiary of Sterling Drug Inc.  
1450 BROADWAY, NEW YORK 18, N.Y.

Pioneers in Food Enrichment

### B-E-T-S Now in 2 Forms To Meet Your Particular Needs



#### The Original B-E-T-S

The first method that enabled bakers to meet the present standards for bread enrichment easily, accurately, economically. In addition, contains Ferrous Sulfate, most highly assimilable form of iron, at no extra cost!



#### B-E-T-S with Vitamin D Added

The same quick disintegrating high quality B-E-T-S with pure, crystalline vitamin D added for extra sales appeal. Another first for B-E-T-S in bread enrichment.

Representatives: Chicago, St. Louis, Kansas City, Denver, Minneapolis, Los Angeles, San Francisco, Portland (Ore.), Dallas and Atlanta.



# LA GRANGE FLOURS

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the three quarters of a century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

*You can depend on  
LA GRANGE FLOURS*

## LA GRANGE MILLS

Red Wing, Minnesota

### PRESTON SHAFER MILLING CO.

MERCHANT MILLERS

ESTABLISHED 1865

SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY

*Also Choice Blue-Stem and Hard  
Spring Patents*

WE INVITE EXPORT CORRESPONDENCE

General Office: WALLA WALLA, WASHINGTON  
Mills at Wabburg, Washington, Freewater, Oregon, and Athens, Oregon  
Atlantic Coast Office, RAYMOND F. KILTHAU, Produce Exchange, New York

Miami, Fla., is completed. This is the installation of a 60-ton cooling tower installed on the roof of the main building.

New officers of the Becker Pretzel Bakeries, Baltimore, are Frank W. Elzey, president; Larr Mann, vice president, and George Mullinix, treasurer. Paul E. Higginbotham will continue as chairman of the board.

Eighty-six Horn & Hardart Baking Co. employees became members of the Philadelphia firm's 25-Year Club recently. Speaker at the occasion was Edwin K. Daly, president of Horn & Hardart.

The Modern Bakery, Glen Burnie, Md., formerly owned by Bill Fogler, was sold recently to Guff Baumgart, who also operates another bakery in Baltimore.

C. Norris Leopard has been named North Carolina division manager by the General Baking Co., which has acquired the Spartanburg S.C., and Hendersonville, N.C., facilities of the Becker Bakery Co.

Almon S. Atkins is the new sales manager of Fasset's Bakery, Burlington, Vt., it has been announced by Nathan Gladstone, the firm's president.

The Spang Baking Co., Cleveland, sponsors the puppet show, the Red Wagon, every Saturday, over a Cleveland TV station.

Oklahoma bakeries that have added trucks to their fleets include Rex Baking Co. and Bama Pie Co., Tulsa; Mead's Bakery, Inc., Lawton; Worth Biscuit Co. and General Baking Co., Oklahoma City.

The Oklahoma City branch of the C. J. Patterson Co., Kansas City, has announced plans to double its plant's capacity this year. Under construction now is a building for storage and garage purposes.

The Freshe Bread Co., Amarillo, Texas, has purchased an entire new fleet of trucks, to deliver its bakery goods over the panhandle territory. Jesse Blakeway, manager, announces that the plant is now undergoing remodeling.

Mr. and Mrs. S. W. Pemberton, operators of Mrs. Pemberton's Bakery No. 4, Oklahoma City, are in California on vacation. Their son, Bill Pemberton, will have charge of the

bakery. He was married to Miss Pauline Snider April 25 in Texas.

A civic celebration was part of the 50th anniversary celebration of Braak's Bakery, Grand Haven, Mich. Over 8,000 persons visited the bakery during an open house.

Harold Pastry Shop, Lake Park, Iowa, has ceased operations.

Samuel, Albert and Herman Trompeter, well known Roanoke, Va., bakers, have bought the Shenandoah Corporation for \$175,000.

Daniel Strauss has purchased the Ludwig Bakery, Elkhart, Ind. Mrs. Bessie Ludwig was the former owner.

The license director of the city of Buffalo has suggested that license fees for small bakers be increased from \$3 to at least \$25 a year, and for large bakeries from \$10 to \$50 or \$100.

A business name has been filed for the J & P Bakery, Depew, N.Y., by Emil John Cerullo and Patsy Ardino.

Robert Hafner has purchased Bill's Bake Shop, Cincinnati, from William Haas.

Mr. and Mrs. Howard Ling, owners of Ling's Pastry Shop, Dayton, Ky., have installed new equipment.

—BREAD IS THE STAFF OF LIFE—

### SUTHERLAND PAPER CO. ANNOUNCES PROMOTIONS

KALAMAZOO, MICH. — Two changes in the sales staff of the Sutherland Paper Co. have been announced by William Race, president, and James T. Kirkpatrick, general sales manager.

Rex Paxton who has been sales manager of the paraffined carton division, will assume new duties in the public relations field.

Since joining Sutherland in 1948 he has served with the paraffined carton division as field sales manager and as sales manager. Prior to that time he was director of sales for the Kalamazoo Stove & Furnace Co.

L. J. Moore, who has been Mr. Paxton's assistant for the past year, has been appointed sales manager of the paraffined carton division. He first came to Sutherland in 1940, serving successively in the service department, as a sales correspondent, and as assistant divisional sales manager.

*After all!*

"THERE IS NO  
SUBSTITUTE  
FOR QUALITY"

*For More Than 50 Years  
These Flours Have Been  
Sold on QUALITY... Not Price*

"WINGOLD" "WINONA" "STRONGFELLOW"  
"BOXER" "WINGOLD" Whole Wheat  
"WINGOLD" Wheat Graham  
"WINGOLD" Rye Flours—White, Medium, Dark

**BAY STATE MILLING CO.**

MANUFACTURERS OF  
HARD SPRING WHEAT & RYE FLOURS  
WINONA, MINNESOTA



# BLUEPRINT for security...

There is only one blueprint to follow for security . . . only one formula for sales success. And that is a preferred product.

To enable you to consistently produce baked goods that Mrs. Homemaker will buy . . . again and again . . . Midland offers you a choice selection of uniformly milled flours. Midland Flours are milled with the painstaking care and skill of experienced millers. Every known scientific method of testing, checking and re-checking is employed at each step of the milling process to assure uniform, top-quality flours. Naturally, this same care and skill is reflected right in your own shop through trouble-free production of the highest quality baked goods.

Let Midland Flours help put your baked goods on Mrs. Homemaker's "preferred list." It will pay you to use Midland Flour every time.



**Town Crier**  
flour

UNIFORMLY MILLED FLOURS BY  
**THE MIDLAND FLOUR MILLING COMPANY**  
NORTH KANSAS CITY, MO.

## DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 78 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. A pound of salted butter is composed of 13 to 13½ oz. butterfat, 1 to 2 oz. moisture and 1 oz. salt.
2. Five pounds of potatoes are required to make 1 lb. potato flour.
3. Lactose (milk sugar) is about

50% as sweet as sucrose (cane or beet sugar). Therefore, it is necessary to use twice as much of it in yeast raised doughs.

4. When cornstarch is used in making custard pies, it will always settle on the bottom, producing a layer of heavy, sticky consistency on the lower portion of the pie filling.

5. The ash content in a straight flour is higher than in a short patent flour.

6. It is not permissible to use over 3% rice flour in making white bread.

7. When lard is used in bread doughs instead of vegetable shorten-

ing, it is necessary to decrease the fermentation time.

8. The boiling point on the Centigrade scale is 100° while on the Reaumur scale it is 120°.

9. The modern type of angel food formula calls for 1 lb. 4 oz. cake flour per quart of egg whites.

10. When buttermilk is used instead of sweet milk in a bread dough, the fermentation time is shortened.

11. Replacing 5% of the white flour with soya flour in making pie dough, a paler crust will be produced.

12. Whole eggs contain about 45% yolks and 55% whites.

13. Cocoa produced by the "Dutch" process has a better flavor than cocoa produced by ordinary methods.

14. Cream of tartar added to a raisin pound cake formula often prevents the raisins from sinking to the bottom of the cakes.

15. A cake made by the single stage mixing method requires less leavening than cakes made by the regular creaming procedure when the same formula is used.

16. Four pounds of shell eggs may be replaced by 1 lb. powdered eggs and 3 lb. of water, in making sponge cakes, with good results.

17. Cane and beet sugar (sucrose) are both about 33% sweeter than corn sugar (dextrose).

18. Whole wheat bread may be made by using 50% whole wheat flour and 50% white flour.

19. Simple syrup is made by bringing to a boil 2 lb. water and 1 lb. sugar.

20. Twelve ounces of baking powder may be replaced by 8 oz. of cream of tartar and 4 oz. of bicarbonate of soda to give cakes and cookies about the same amount of leavening.

—BREAD IS THE STAFF OF LIFE—

### ANHEUSER-BUSCH OPENS MASSACHUSETTS CENTER

ST. LOUIS—A formal inspection by state and civic leaders featured the opening by Anheuser-Busch, Inc., of its new office and warehouse in Cambridge, Mass. August A. Busch, Jr., who cut the ribbon to symbolize the opening, said the structure will serve as a storage and distributing center for yeast, malt, corn products and beer.

Mr. Busch said that the new building became a necessity because of the company's increased business in the area since the opening of the first branch office in 1939 in Watertown, Mass. James E. Barsi, sales manager for Anheuser-Busch, said that he had a personal interest in Boston since he was the first branch manager in 1939. Joseph A. Reed, regional manager, served as master of ceremonies. Following the ribbon-cutting ceremonies, a buffet luncheon was served. Phil Regan, former movie, radio and television star, entertained.

Guests arriving for the inspection tour were greeted by Busch and other officials, including A. von Gontard, director of sales and advertising; Mr. Barsi; Mr. Reed, and Robert O'Callaghan, branch manager.

The ultra-modern Anheuser-Busch branch, located at 111 Sixth St. in Cambridge, was designed by Raymond Loewy. It will serve as a model for branches to be built in other cities in the future. The building was designed so as to use all of the ground floor area for storage and shipping.

Offices for the yeast, malt and corn products division are on the second floor of the building to obtain the maximum amount of natural light.

## Feed Bag Cottons for two.. two good salesmen for you!

It pays to stay in favor with the ladies. Every man knows that! And that's just what you do when you pack in thrifty cotton bags . . . for you satisfy their love of a bargain!

Your brand of feed becomes their favorite feed when you offer the added attraction—the added value—of good sewing material with every purchase.

A smart new daytime dress for the homemaker, a party frock for her daughter, bright curtains for the kitchen—such items as these, made from cotton feed bags, are wonderful topics for conversation when the women get together. So get the ladies talking about your feed . . . they're good salesmen for you.



### NATIONAL COTTON COUNCIL

#### NATIONAL COTTON COUNCIL

P. O. Box 76  
Memphis 1, Tennessee

Please send 6 free samples of "1953 Pattern Service for Sewing with Cotton Bags."

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# THE IMPOSSIBLE TAKES LONGER

## WENDWAY



Wendway roll and bun conveyor-cooler installed in Burny Bros., new Chicago plant. Products cool while travelled on Wendway and are directed or automatically switched to desired stations.

Have you said it's impossible to further simplify handling in your plant? Present layout too complicated? Walls, pillars in the way? Too much equipment . . . too little floor space left? That's just when a Wendway Conveyor System can help you most!

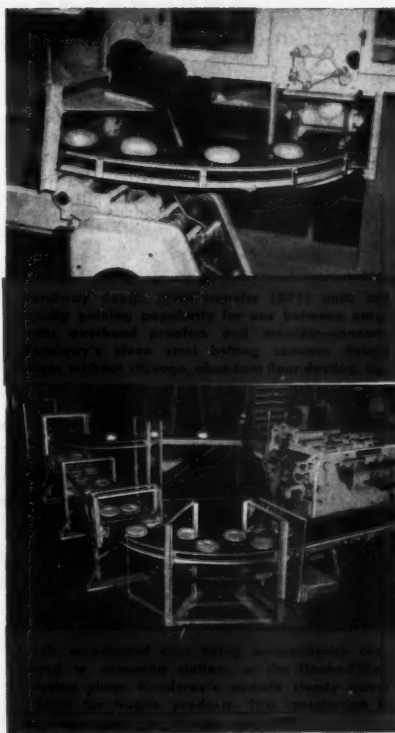
Wendway Conveyors are flexible, versatile, extremely efficient . . . sanitary and noiseless. They go over, under, through and around obstructions. They speed production, cut costs, eliminate handling damage.

Wendway engineers excel in solving those "impossible" problems. Let them survey your plant with no obligation to you.

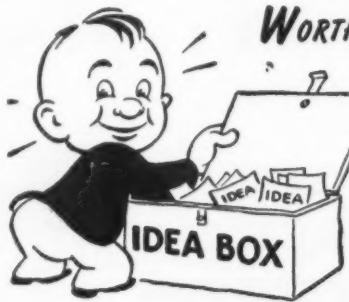


**UNION STEEL  
PRODUCTS CO.**

ALBION, MICHIGAN







WORTH LOOKING INTO . . .

**NEW PRODUCTS**  
•  
**NEW SERVICES**  
•  
**NEW LITERATURE**

A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department may be obtained by writing the Reader Service Department of:

**The American Baker**  
118 So. 6th St. Minneapolis, Minn.

### No. 3366—Conveyor Bulletin

A new single-page bulletin with photos, specifications and prices of Rapistan aluminum frame-steel wheel gravity conveyor has just been published by the Rapids-Standard Company, Inc. The two-color piece has charts and drawings of the new conveyor showing load capacities, weight, and construction features of the complete range of sizes available in straight and curve sections. The prices and weights show the new sections are considerably lighter than all-steel, according to the bulletin. Free copies of the new bulletin may be had by checking No. 3366 and mailing the coupon.

### No. 3382—Wall Paint

Called by the trade name, "Paratex Wall Coating With Devran," the Truscon Laboratories, a division of

Devco & Reynolds Co., Inc., is producing a newly developed wall paint. Devran, the company states, is a paint resin which provides unusual toughness and resistance to alkali and acid exposures. It can be used on new or painted walls, over plaster or wallboard and can be applied by roller or brush, the firm states. This paint comes in white and 14 shades, in quart and gallon cans. More details will be sent to you if you will check No. 3382 on the coupon and mail to this journal.

### No. 3370—Food Warming Cabinet

The Hot Serve, trade name of a food warming cabinet, has been adapted for use as a defroster for frozen bakery products by the Food Warming Equipment Co. The cabinet, with stainless steel finish, can be cleaned with a damp cloth, it is said. It is electrically heated, which is



said to give more flexibility than gas heat. It is 54 in. high, 27 1/4 in. wide, and 49 1/4 in. long. Shelves are removable. The heating unit is thermostatically controlled. Shipping weight of the cabinet is around 500 lb., and the device is mobile, moving on full ball-bearing casters with full swivel. It is adaptable to retail bakery shops, and can be handled by a girl, it is claimed. For more information, circle No. 3370 on the coupon and send to this magazine.

### No. 3367—Dough Conditioner

A dough conditioner, called by the trade name Glorize, is said to be especially designed to impart better eating qualities, improve keeping properties and increase eye appeal to baked products, according to its manufacturer, National Starch Products. National has announced that its sole distributor will be the H. C. Brill Co., Inc. More information about this product may be obtained by checking No. 3367 and mailing the coupon.

### No. 3371—Air Purifier

Wonder Air is the trade name of a new air purifier, odor neutralizer and freshener, now being made available to industry, by the Tibor-Terry Corp. The product reportedly cleans the air of odors, as well as neutralizing dust, moisture and pollens, which are believed to play a part in hay fever,



asthma and sinus. The product can be dispensed in many ways, and is effective in liquid form, the company states. It has been dispersed with high pressure sprays, electric motor driven dispensers, hydraulic or hand pressure apparatus, through evaporation, and in scrub water. It is said to

be non-toxic, non-inflammable, and safe for use in any food producing plant. Wonder Air can be sold in the compact unit shown on the picture. For more information, simply check No. 3371 on the coupon and return to this journal.

### No. 3368—Cellophane Leaflet

Sylvania Division, American Viscose Corp., announces publication of a new leaflet which rounds up facts about and functions of the almost 50 different cellophanes now available. Entitled "Meet Sylvania Cellophane," the leaflet describes the history, manufacture and packaging

David Harum  
says:

*"Nebraska wheat  
produces flour  
of excellent  
baking quality"*

Call for  
**DAVID  
HARUM**  
Bakery Flours

68th Year

**LEXINGTON  
Mill & Elevator Co.**  
LEXINGTON, NEBRASKA

Send me information on the items marked:

- |   |  |
|---|--|
| <input type="checkbox"/> No. 3366—Conveyor          | <input type="checkbox"/> No. 3375—Pie Packaging  |
| <input type="checkbox"/> No. 3367—Dough Conditioner | <input type="checkbox"/> No. 3376—Box Handling   |
| <input type="checkbox"/> No. 3368—Cellophane        | <input type="checkbox"/> No. 3377—Shelf Truck    |
| <input type="checkbox"/> No. 3369—Aluminum Boxes    | <input type="checkbox"/> No. 3378—Bake Cans      |
| <input type="checkbox"/> No. 3370—Warming Cabinet   | <input type="checkbox"/> No. 3379—Enzyme         |
| <input type="checkbox"/> No. 3371—Air Purifier      | <input type="checkbox"/> No. 3380—Truck Catalog  |
| <input type="checkbox"/> No. 3372—Icing Bases       | <input type="checkbox"/> No. 3381—Insect Control |
| <input type="checkbox"/> No. 3373—Signs             | <input type="checkbox"/> No. 3382—Wall Paint     |
| <input type="checkbox"/> No. 3374—Decorating Book   | <input type="checkbox"/> No. 2621—Utility Apron  |

NAME.....

COMPANY.....

ADDRESS.....

CLIP OUT — FOLD OVER ON THIS LINE — FASTEN (STAPLE, TAPE, GLUE) — MAIL

FIRST CLASS  
PERMIT No. 2  
(Sec. 34.9,  
P. L. & R.)  
MINNEAPOLIS,  
MINN.

**BUSINESS REPLY ENVELOPE**

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY—

The American Baker

118 South Sixth Street

Reader Service Dept. Minneapolis 2, Minn.

BROKERS & DISTRIBUTORS  
WANTED FOR  
NAPPANEE QUALITY  
**CORN MEAL**  
Write NAPPANEE MILLING CO.  
NAPPANEE, IND.

A line of essential  
**BAKERY PRODUCTS**  
uniform and reliable  
**NATIONAL YEAST CORPORATION**  
Chanin Building • New York, N. Y.

A SUCCESSFUL DONUT  
BUSINESS CALLS FOR THE  
FINEST EQUIPMENT and MIX  
**DOUGHNUT CORP. OF AMERICA**  
393 Seventh Avenue New York 1, N. Y.

functions of the film, in copy and cartoon sketches. Under the heading, "Cellophane Is Many Things to Many Men," the leaflet presents the evolution of cellophane from the original base film to today's numerous types and weights made for each segment of the flexible packaging industry. Free copies may be obtained by checking No. 3368 on the coupon and mailing it to this journal.

### No. 3369—Aluminum Boxes

Mutto Manufacturing Co. is in production on an improved line of aluminum boxes for delivery of bread and pastry products. The Mutto boxes reportedly incorporate several new design and construction features for greater durability, and greater loads per box without increasing weight or size of boxes. For further information circle No. 3369 on the coupon and mail today.

### No. 3376—Box Handling Booklet

"The Logistics of Boxes," an eight-page booklet, illustrating and describing the handling of boxes in load units, is available from the Elwell-Parker Electric Co. According to the company any rectangular article which can be loaded onto a pallet or skid for transportation on a power industrial truck, may be considered a box. The free literature contains handling tips for receiving material in boxes, transporting "boxed" material through processing, and shipping material in boxes. More than 25 photos depict typical applications. Such topics as: "How to Build Your Transportation Policy," "Needless Handling Boosts Production Costs," and "Where the Biggest Savings Will Be Found" are included.

Copies may be had free of charge by checking No. 3376 on the coupon and mailing it to this journal.

### No. 3381—Insect Control Booklet

The control of institutional and industrial insect infestations is the subject of an eight-page illustrated folder published by the West Disinfecting Co. The folder discusses types of equipment, installations and minimum quantities of insecticide needed to rid various-sized areas of flying and crawling insects. To obtain a copy of the booklet, circle No. 3381 on the attached coupon and mail it to this journal.

### No. 3373—Signs

What is said to be a low cost means of mounting slotted changeable copy letters on the back inside walls of stores, and on the outside side walls of commercial businesses for advertising specials, has been developed by Wagner Sign Service, Inc., in the form of a horizontal bar assembly. This device is comprised of a series of 24 in. baked enameled mounting bars which can be mounted on any



flat surface, such as plaster or plywood walls, metal panels or bulletin boards. An aligning tool provides for proper spacing of the bars for letters

4 in. on up. Brochures on this new device and also on changeable copy letters will be sent free to anyone checking No. 3373 on the coupon and mailing it to this journal.

### No. 3374—Decorator's Handbook

Westco Products has announced that its 1953 edition of the decorator's handbook, "Ring Up Higher Profits" is just off the press and available with no obligation. This latest publication illustrates over 150 icing accessories and examples of their application. The newest designs of "space ship" and wedding novelties in pastel colors are shown in detail. Edible decorating butterflies, never before available, are the newest feature, according to the company. Check No. 3374 and mail the coupon to receive a copy.

### No. 3379—Enzyme

The enzyme system, glucose oxidase and catalase, is now available in an all-soluble, powdered form in commercial quantities from Takamine Laboratory, Inc., under the trade names "DeeO" and "DeeGee." The new solid product supplements the more dilute, stable liquid product which Takamine placed on the market over a year ago, according to the manufacturer, which has patents pending for both. Both the liquid and solid formulations are stable at room temperature and without packaging under an inert gas, it is said. DeeO and DeeGee are now used to remove the glucose from egg whites, yolks and whole eggs prior to drying. Removal of glucose allows the egg solids to be dried and stored with no loss of flavor and solubility, and without development of off-odors, it is reported. Since these enzymes utilize both glucose and oxygen in

the reaction which they catalyze, they may be used to remove either glucose or oxygen from products, provided sufficient quantities of oxygen or glucose, respectively, are present to balance the equation. Patent rights covering certain uses of glucose oxidase are owned by B. L. Sarett, Chicago, who pioneered the use of preparation of the enzyme originally. To receive more information mark No. 3379 and mail the coupon.

### No. 3380—Materials Handling Catalog

Tobey Manufacturing Corp. has released a new catalog on lightweight materials handling equipment. Its trucks, the firm states, are made entirely of aluminum, one new platform truck now in manufacture weighing only 57 lb. and having a load capacity of 2,000 lb. Other equipment shown in the catalog includes A-frames, tote boxes, work tables and stack racks. Unlike some trucks which are rigid in construction, its trucks are flexible and the shock load is absorbed over a single wheel and not by the entire truck. More information is available by marking No. 3380 and mailing the coupon.

### No. 3375—Pie Packaging

Pie-Pak Co., Inc., announces that it has available to pie bakers containers incorporating new developments in packaging. The brand name on each container, a rigid circular band that fits either two crust or soft top pies, and an overall transparent cellophane top are some of the features, according to the company. Each band carries the brand and bakery name, and such other information as baking ingredients, weight and price, if required. Called



# Quaker Bakers Flour

*More Reason than Rhyme!*

"Quaker Bakers Flour is specially designed  
With up-to-date bakers like *you* in mind.  
Yes, this versatile flour's your finest pick  
'Cause baking formulas *change* so quick.  
This short-patent flour is the finest of any  
And yet it won't cost you one extra penny!"

Call, write or wire

**The Quaker Oats Company**

Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas  
and Los Angeles, California



# 4 Ways to Reach

The related fields of  
**FLOUR, FEED, GRAIN and BAKING**

**THE NORTHWESTERN MILLER**, published weekly, carries the advertiser's message to the large users and distributors of flour. Its editorial content embraces the long chain of processing and merchandising that binds the wheat field to the consumers' table. It is the leading publication of the breadstuffs world.



**FEEDSTUFFS**—a weekly paper for the feed manufacturer, jobber, broker and dealer—gives its readers prompt information about the products they use, buy and sell. It is the only newspaper of the feed trade. In addition to its paid circulation—largest in the field—selective controlled distribution blankets the industry.



**MILLING PRODUCTION** is a monthly technical journal for operative millers, cereal chemists and their associates. Its circulation is carefully selected to assure advertisers complete coverage of key personnel in the production departments of the flour milling industry. Its readers recommend what to buy.



**THE AMERICAN BAKER**, published monthly, brings to the big buyers of the baking industry all the news of the breadstuffs world. It reviews and analyzes the factors influencing the flour market—nerve center for bakery profits. It suggests what to make and how to sell it. Its selective readership makes it a powerful advertising medium.



*The Business Paper Family Serving  
the Related Fields of*  
**FLOUR, FEED, GRAIN & BAKING**

**THE MILLER PUBLISHING CO.**

118 SOUTH SIXTH STREET

MINNEAPOLIS 2, MINNESOTA

BRANCH OFFICES — NEW YORK, CHICAGO, KANSAS CITY, TORONTO

ADVERTISING DATA

ters i  
caste  
avail  
plus  
stand  
dered  
may  
vidua  
form  
No. 3  
No  
Pl  
avail  
circu  
Bake  
up t  
2-in-  
illust  
tion  
speci  
stimu  
ing.  
empl  
right  
place  
right  
form  
No. 3



by the trade name, Pie-Paks, these containers are of virgin pulp, chemically treated for sanitary purposes, states the manufacturer. More information is available by checking No. 3375 and mailing the coupon.

### No. 3372—Icing Bases

Mallet & Co., Inc., has introduced two new icing bases, Bonus-B, boiling type and Bonus-NB, non boiling type. The company states that these bases were specially researched to supply to the trade an all-purpose pair of fully stabilized icing bases for wrapped and unwrapped sweet goods and cakes. Bonus-B, boiling type approaches PIC 77 (also a Mallet product) in quality performance. Bonus-NB, non boiling type (cold process) icing base is designed particularly for wrapped and unwrapped cake and can also be used for sweet goods, it is said. For a free 30 lb. sample (indicate whether Bonus-B or Bonus-NB) or a demonstration without obligation, mark No. 3372 on the coupon and drop it in the mail.

### No. 3377—Shelf Truck

A shelf truck, just introduced by Leebaw Manufacturing Co., is designed for handling light packages without crushing or jumbling. The truck has been engineered without intermediate supports and shelves are removable for easy cleaning and replacement. The truck, the first member of the model SH series, is built with ball bearing wheels and raceways. Caster capacity is 1,600 lbs. The vehicle has welded steel construction. Standard models are equipped with a 4 in. swivel caster on each end and two 5 in. rigid cas-



ters in the center—or one 4 in. swivel caster on each corner. Trucks are available with two or three shelves plus the floor. In addition to the standard models which may be ordered from stock, specialized models may be ordered according to individual specifications. Additional information may be had by checking No. 3377 and mailing the coupon.

### No. 3378—Bake Cans

Pletcher & Pollock has now made available a new revised descriptive circular covering the highlight of the Bake-In Gift Can. The circular points up the sales effectiveness of these 2-in-1 bake cans for fruit cakes and illustrates in actual color reproduction some of the many cover designs specifically conceived to act as sales stimulants for fruit cake merchandising. The story slant in the circular emphasizes that the batter is scaled right into the Bake-In Gift Can and placed in the oven and merchandised right in the same package. More information is obtainable by marking No. 3378 and mailing the coupon.

### No. 2621—Utility Apron

A new utility apron developed by the Utility Apron Co., Chicago, for industrial workers, is made of "dura-wear" fabric, and is said to be different from regular plastic in that it is resistant to animal fats and greases. The apron reportedly is soft, possesses high tensile strength and can be cleaned with a damp cloth. The apron eliminates laundry expense, is claimed to be resistant to water, stain and mildew and will not crack or peel. It also is called chemical and fire resistant and carries a one-year guar-

antee. Literature and quantity prices of the industrial apron can be obtained by circling No. 2621 on the coupon and returning to this journal.

### 20TH ANNIVERSARY NOTED

PITTSBURGH—The 20th birthday party of the Ladies Auxiliary of the Retail Master Bakers Association of Western Pennsylvania was held at the Hotel Sheraton, with Mrs. Amelia Hartner, Jenny Lee Bake Shops, McKees Rocks, presiding. Mrs. Sue Giltenboth, Stover & Andrews, is chairman of the June 17 outing in North Park Lodge when the auxiliary members join the Retail Master Bakers

at their annual outing for members and personnel.

### CHERRY INSTITUTE MOVES CHICAGO HEADQUARTERS

CHICAGO — The National Red Cherry Institute has announced the election of Gary S. Morgan of Traverse City, Mich., as its president for 1953. Morgan is president of the John C. Morgan Canning Co.

The institute has also announced the new location of its offices at 35 East Wacker Drive, Chicago, under the direction of William B. Powell, executive secretary-treasurer.

## PROTECTED by Riegel



Butyl rubber added to the coating of a special waxed glassine gives an extra-light seal, increases moisture protection, keeps crackers crisp for the longest possible time

More than 600 Riegel Papers are now proving their value for many of the nation's best-selling brands. It is the greatest variety of packaging papers available from any one source.

Somewhere among this vast selection you may find a better or a more economical protective paper for your product. If we don't have what you want, we can probably "tailor make" a new paper to your specifications.

Write us now and tell us what you want paper to do for your product. Riegel Paper Corporation, P. O. Box 170, Grand Central Station, New York 17, N. Y.

## Tailor-made Packaging Papers

# Riegel

GLASSINES AND GREASEPROOFS

Plain • Waxed • Printed • Lacquer-Coated • Laminated

## Bakery Merchandising

"Right in Our Own Backyard"

# Many Promotional Opportunities Await the Baking Industry

By Albert Pleus

Standard Brands, Inc.,  
New York

**W**HEN I received your very kind invitation to speak at this Pacific Northwest Bakers Conference I will tell you frankly that I regarded it as both an opportunity and a challenge.

I considered it an "opportunity," because I know how interested the Pacific Northwest bakers are in sales promotion and merchandising—the part of our business which is near to my own heart and experience.

I considered it a "challenge," because I know that when it comes to the actual practice of aggressive, alert and up-to-the-minute merchandising the Pacific Northwest Bakers have always been leaders. That is why, when I was invited to speak at your convention, I felt a little bit like the fellow who might bring a sandwich to a banquet—or, to go back for an older analogy—like the fellow who brings "coals to Newcastle."

And so, in an effort to bring you something new and different, I began a study of the merchandising opportunities and techniques that other industries offer their members—a study to find out what these other industries have to offer that we in the baking industry might lack.

This was a natural first reaction, because the grass always looks a little greener in the other fellow's yard. And because, for as long as I can remember, we have been inclined to talk about the wonderfully superior advertising, and merchandising and research facilities that other industries enjoy.

Well, I wound up my research in other industries with the happy realization that there are at least as many, and perhaps even more, production and merchandising opportunities for members of our industry because of the well-developed and well-planned assistance that can be found **RIGHT IN OUR OWN BACKYARD!**

And so, it is not my intent to discuss the opportunities that can be found in other industries. I should like to concentrate on the opportunities that can be found right in our own backyard—at both the national and local levels.

Broadly speaking, it seems to me that there are three main sources of opportunities that we can use to help plan and carry out our individual production and merchandising activities.

First, there is already available for us, the valuable fund of consumer survey information that we have—right in our own backyard.

By that I mean the information revealed by nationwide and local surveys on what the women of America think about your baked products—

what attitudes are favorable to the baked goods you produce and what attitudes are unfavorable.

The second major source of sales-building opportunities, which you and I as members of the baking industry enjoy, is your exceptionally fine production and research facilities—the facilities that provide the education and guidance needed to produce the kind and variety of baked products which our surveys tell us the average American housewife prefers.

And, thirdly, we have our choice of a wide variety of educational, public relations, advertising, sales promotion and merchandising guides and helps—all specifically designed to help persuade the housewife to **BUY** what she says she **WANTS!**

At this point some of you may suspect that I am talking about somebody else's backyard—not yours! So I had better get down to specifics.

Take the survey knowledge that I said was available. Among the more recent surveys we have such informa-

tive studies as—"What People Think About Bread," by the Millers National Federation, the "Brown 'n' Serve" survey, by General Mills, Inc., and the "Stop—Look and Buy" survey by the duPont Co.

Then, as many of you will recall, my own company has made two nationwide surveys that are still very useful as guides to consumer opinions on bread and sweet goods. They were titled—"What the Housewives of America Think About Bread" and "The Market for Sweet Baked Products."

In addition to these there are a number of related statistical surveys which are constantly being published in the bakery trade press and, on the local level, a number of "pantry shelf" surveys which have been and are continually being made by newspapers in the larger marketing areas.

I mention this fund of available survey information to remind ourselves that it is here—right in our own backyard.

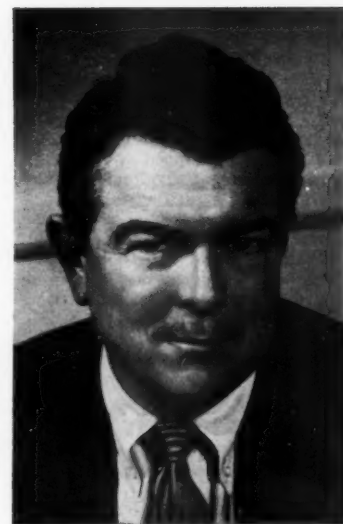
Yet how often do we refer to it? How often do we really use it as a guide to our production and merchandising?

I think it is most important to ask ourselves these questions because surveys are made to provide guides to action. Surveys are like the road maps we can follow to reach a desired objective. But unless we get out of the easy chair to buy a ticket or get out the family car, we just don't get anywhere.

Let's take, for example, the objective of producing a wider variety of better quality baked products.

### Greater Variety Wanted

The surveys just mentioned show that the women of America want a



Albert Pleus

wider variety and a better variety of baked goods—and they are pretty specific about what they want.

For instance, they want a greater variety of yeast-raised sweet goods. They want pies that have flakier crusts. They want bread that stays fresh longer.

I realize, of course, that these are problems on which you are already at work. But it's encouraging to know that your industry, the baking industry, is working in the right direction—the direction pointed out by the nationwide surveys that are available right in our own backyard.

It is also encouraging to know that we have the production facilities, the research, and the opportunities for exchange of information that can help us to solve those problems.

On the national level, we have the research facilities of the American Institute of Baking—one of the most completely equipped and most capably-staffed research centers in the entire United States.

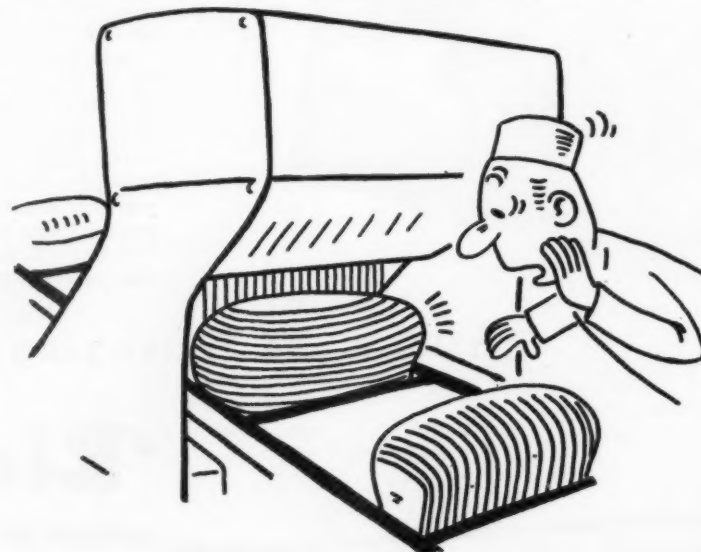
We have the American Society of Bakery Engineers—whose objective in exchanging information on the best and latest methods of bakery production is to improve the quality and efficient production of baked goods.

In addition—and I hope you will forgive me for mentioning it—there are the research and service facilities offered by the allied companies and trade magazines of the Baking Industry—every day in the year and in every section of the country.

And, last but by no means least, there are the local bakery production men's clubs where a meeting of minds and exchange of information can solve problems quicker and better than any individual operator can solve them on his own.

Yes, it's all there—right in our own backyard. The question is—are we taking advantage of, and using to the fullest, this most valuable and readily available fund of production information that keeps the Baking Industry on the path of progress?

But now let's leave production and take a look at that part of the "back-



-WLB-





**PILLSBURY INTRODUCES ONE-MEAL CAKE**—George Pillsbury, vice president of Pillsbury Mills, Inc., Minneapolis, shows Associated Retail Bakers of America officials the new "Jr. Cake," which was introduced by Pillsbury at the ARBA's St. Louis convention. Left to right are Mr. Pillsbury, William F. Thie, Virginia Bakery, Cincinnati, Ohio, new president of the association, Bern E. Godde, Godde's Pastry Shoppes, retiring president from Battle Creek, Mich., and Harvey Patterson, another Pillsbury vice president. Mr. Godde noted that the smaller cake "looks like an excellent merchandising opportunity to build more profit from cakes." The Jr. Cake idea was introduced to meet the demand for family-size, budget priced, high quality cakes. Among some of the advan-



tages cited for the Jr. Cake are: The aluminum foil pan eliminates pan greasing and washing, protects the cake and enables the baker to ice only the top for an eye-appealing display; eliminates the necessity of cutting larger cakes in half, boosts profits by increasing repeat sales; ideal for picnic trade; the 9- to 10-ounce cake is suitable for the average family; it is easy to produce. Pillsbury's merchandising assistance includes counter cards, store pennants and other sales-pulling items. The Jr. Cake has already proved successful. The Lighthouse Bakeries in St. Paul, Minn., reported sales of 496 Jr. Cakes in the first 24 hours they were placed on sale in their retail shops. Further information may be obtained from Pillsbury Mills, Inc., Minneapolis.

yard" with which I am most familiar—the opportunities, the plans, the program and the sales-building materials that are at hand, if we will only use them, to help persuade the American consumer to **BUY** and consume what the surveys tell us she **WANTS** and enjoys.

Once again we can start with our basic survey facts as an inspiration and guide to action.

Let's discuss for a minute the survey made by the Millers National Federation on "What People Think About Bread." And let's listen to the facts revealed in this survey on the relationship between consumer attitudes and consumer consumption. I quote:

"Attitudes towards bread and the consumption of bread are closely inter-related. It was shown conclusively in this investigation that the more favorable people's attitudes are, the higher their level of consumption is. Thus, if the industry can improve 'attitudes' it can provide the basis for increasing the per capita consumption of wheat products."

The facts in the report then point out that the reasons given for different consumer attitudes towards bread can be grouped under these "Areas of Acceptance and Areas of Resistance."

#### AREAS OF ACCEPTANCE FAVORABLE TO BREAD

1. Bread's nutritional benefits.
2. Bread is filling and satisfying.
3. Bread is a good product.
4. Eating bread is a habit.
5. Bread is complementary to other foods.
6. Bread is convenient to serve and eat.

#### AREAS OF RESISTANCE UNFAVORABLE TO BREAD

1. Competition of other foods.
2. Bread is fattening.
3. Bread is a poor product.
4. Bread is unhealthy.

Now it is obvious from this brief summary of favorable and unfavorable consumer attitudes towards bread that the baking industry faces a twofold task.

First, it must develop and improve the favorable attitudes.

Second, it must correct the unfavorable attitudes.

According to the bread survey made by the company with which I am connected, two of the favorable consumer attitudes that need continued attention on the part of the baking industry and the individual baker are the belief that bread has nutritional benefits and the fact most housewives serve bread because it is "convenient."

#### Explaining Enrichment

In regard to the first of these attitudes, it is encouraging to find, in our bread survey, that 80% of the housewives interviewed knew that bread was "enriched." However, the fact that only 54% had a clear idea that enriched bread was better for them and their families makes it obvious that there is plenty of room for long-range improvement.

The fact the 54% of the housewives listed "convenience" as one of their major reasons for buying bread is also encouraging—at first glance. But the fact that only 19% said they bought bakers' bread because they liked its flavor, or thought it was wholesome and nutritious, shows how much work remains to be done in these important areas of consumer opinion.

As most of you will agree, "convenience" is hardly an adequate weapon with which to fight off the inroads of competitive foods. So any action that will give bread more "personality" in the consumer's mind should be a definite gain for our industry.

And so I repeat that it is important to continue those activities that will develop and improve favorable consumer attitudes and that will counteract unfavorable consumer attitudes.

As you know, we can influence consumer attitudes through education by well directed public (or community) relations, by well-directed advertising and by well-directed sales promotion and merchandising.

Each of these avenues requires different techniques, yet all are designed and should be used for that all-important objective of increasing the appreciation and consumption of baked products.

At this point, let's take a look at what can be found in our backyard

(Continued on page 60)

## QBA Begins National Advertising for Its 87 Sunbeam Bakers

The full-page color advertisement shown here appeared in the May 23 issue of the Saturday Evening Post for Sunbeam bread. For the first time in a national publication, Sunbeam bakers all over the country will be identified by their local customers with the Quality Bakers of America Cooperative, Inc., the largest cooperative baking organization in the world, and their local Sunbeam bread will be "recognized as a product with national distribution and national acceptance," according to QBA headquarters.

The Post ad will mark a first for Sunbeam bread . . . and a first in the baking industry as well. Never before has any white bread used this type of advertising in a publication of such national scope and importance, it is claimed.

"Sunbeam's popularity at the local level has been built through years of consistent, hard-selling advertising and promotion," the cooperative stated. "National advertising was the next logical step in the progressive Sunbeam story."

#### Dual Purpose Desired

The carefully planned promotion will accomplish a dual purpose through the national ad, QBA reports. "It will bring the added prestige of a nationally advertised product to each individual baker's Sunbeam bread. Little Miss Sunbeam, the blue-eyed golden-haired little girl long identified with his product, will tell the Sunbeam story for the local baker. She will set the pace, and a warm, personal approach is retained."

No detail was overlooked to coordinate the promotion backing this ad. Simultaneously with the Post break, a big newspaper announcement of Sunbeam's debut appeared in local newspapers. A special end label told that Sunbeam bread is now "A Post Recognized Value," a friendly message from the local Sunbeam baker appeared on the band.

A group of famous names in American foods will lend their whole-hearted support to a new and exciting kind of promotion. Heinz, Kraft, Monarch,

Borden, Armour, Seven-Up, Dole, Canada Dry, Florida Oranges, Maxwell House will welcome Miss Sunbeam. Four color posters will go on display in local stores all over the country, and will impress the customer that Sunbeam is now "A Post Recognized Value." Window signs and giant posters in color will be used.

Dealer support for the Post ad will be solicited with letters, postcards and broadsides. "They were designed to build excitement, and to show the dealer specifically how the Post ad and the Post Promotion could build bread business and store volume for them. The human-interest theme "Local Girl Makes Good" will enlist his support and cooperation," QBA says.

"Eleven years of constant growth preceded this history-making campaign," the group concludes. "Quality Bakers is now the largest baking cooperative in the world. More than 87 local bakers in 33 states and the District of Columbia pool their experience and skill to produce and to improve Sunbeam bread. Dramatic proof of their success is the ever-growing popularity of Sunbeam bread, a popularity that will increase with the impact of national advertising."



Saturday Evening Post Ad



## Methods That Sell to Women . . .

### What Do Women Want When They Buy Party Cakes?

● By Dorothy Glenn



"MR. SMITH has the best bakeshop in town and his cakes are excellent. But, he has exactly seven standard designs for party cakes, regardless of the inscription you want. Everyone in town knows those seven designs. No woman wants to be caught serving 'boughten' cake to her guests."

That's the opinion of a woman who does a great deal of entertaining and would prefer to lighten the work of it by buying her party cakes. Let's listen to the opinion of another typical homemaker.

"I know that I can buy a better cake than I can make, but Bobbie would think I didn't love him very much if we celebrated his birthday with bakeshop cake. I could fool him if the bakeshop cake wasn't so smooth, so perfect, so . . . well, so much like every other bakeshop cake."

Every man is proud of his car, his golf score, the beauty of his lawn . . . proud of his bank balance, the success of his business, his standing in the community, the prowess of his son on the baseball diamond or the football field.

Women are proud of the appearance of their homes, the meals they serve, their abilities at being good hostesses . . . that's the basic foundation of homemaking. They're also exceedingly proud of their youngsters, their husbands' success, their ability to provide a happy home, a contented family. The pride of a woman is quite a sensitive thing, to be maintained at any cost.

You men are saying that "a woman is so silly about so many little things." And, I as a working woman must agree. But, when it's time for guests to arrive, the natural womanly instincts make me go like "crazy" . . . clean the house, straighten the books, get out the clean, new towels, dash to the kitchen to labor over a home-made specialty or two.

#### Heed Women's Fancies

We have had a great deal to say from time to time, about homemade appearance. Mrs. Homemaker will buy many more party goods (for she knows the labor-saving advantages) if you cooperate with her whims and fancies that the goods must look like she made them.

Perhaps you're thinking . . . "women buy my party cakes because they are so beautiful, and most women cannot make the fancy designs we do."

Here's an actual happening. We had to have quite a large birthday party just last week. Of course, we bought the cake. It was beautiful, perfect in every detail . . . in fact, so perfect and so beautiful that several guests presumed it was a fake. Then, we cut the cake and the next question came almost immediately. . . . "where did you buy it?" Do you think that such reactions aren't going to hurt

the pride of Mrs. Average Homemaker? Of course, they are!

What can you do? Rough the frosting just a bit. Instead of a standard pattern on a smooth, slick surface, let the pattern vary slightly according to the spatula strokes in the frosting. If your cakes are decorated with flowers, please let's vary the flower from time to time. I'm surely not alone in being very weary of seeing a party cake with 3 charming roses and two or three leaves on each stem.

Party goods can be a very profitable part of your business. But, if you don't want to change your standard designs, then let proud Mrs. Homemaker buy your delicious layers of cake, unfrosted! She can put on the frosting and design and no one will ever be the wiser that she didn't struggle for hours over a hot stove.

Parties aren't always just a fancy cake. Get into the field of unfilled cream puff shells in every size, from the tiny bite-size to the large dessert size. When Mrs. Homemaker has a party that requires finger-food, she struggles for hours over tiny, fancy sandwiches. Give her bite-size cream puff shells which she can fill quickly with most any salad-sandwich filling.

For a bridge luncheon or buffet supper, she can fill your large cream puff shells with chicken a la king; or for dessert, fill them with ice cream and top them with fresh berries.

Meringue shells are a real headache

to most homemakers, yet you can make them with ease. A good meringue shell makes for a delightful dessert. Let's not make them too uniform though or you'll give away Mrs. Homemaker's secret . . . she'll not be able to insinuate that she went to all the effort to make them herself.

In the field of breads, there's quite an assortment of specialties that would be profitable to you. Consider nut or fruit breads for tea, luncheon or buffet supper sandwiches. Don't forget the many muffins of various sizes that you can make for Mrs. Hostess. What about coffee cakes . . . extra-rich, but with a homemade touch. They fit right into the picture for breakfast parties or brunch; for certain luncheons; definitely for tea or late evening snacks.

Special order party goods are profitable. High quality and homemade appearance will increase your volume. Mrs. Shopper will love you forever if you help her keep her pride with homemade appearing goods.

—BREAD IS THE STAFF OF LIFE—

### Grocery Clerks Take Over Firm for a Day

NEW YORK—For the third consecutive year the Grand Union Co., large chain grocery, held "Clerk's Day"—a day when members of the organization who have been voted by their fellow employees "the most likely to succeed," take over the management. The offices of president, vice president, treasurer and secretary and other executive posts are held by employees from many branches.

Although such a project requires considerable effort by management, Lansing P. Shield, president, believes that it is an excellent morale builder and labor relations force. "It is a practical demonstration," he said, "of our confidence in the younger men associated with this company."

Of the 400 clerks who participated last year, 61 have become managers of stores, one is studying at Michigan State College on a Grand Union scholarship, and others have been appointed to important positions in the organization.

### In Our Backyard

(Continued from page 59)

in the way of educational programs and materials.

Beginning with the consumer service department of the American Institute of Baking, we find that in 1952 the department distributed over two million pieces of educational material on some 34 different subjects—all aimed at increasing the appreciation of and the consumption of baked products by strengthening favorable consumer attitudes towards baked goods and counteracting unfavorable attitudes.

I often wonder how many of us are familiar with all these educational materials. I often wonder how many of us are using some or all of them in our consumer education program.

And I wondered too, how the American Institute of Baking was using its own wealth of consumer education materials—and what the results have been.

It's not easy, of course, to pinpoint the actual response to and results of such a long-range educational program. But here is something I think you will agree is more than distantly related to the consumer service department's efforts.

In the March issue of Good Housekeeping magazine was a 14-page insert on extra uses for a variety of breads and rolls. And at the conclusion of the article is a "Bill of Particulars" on why "Bread Is Important" that repeats practically every point the consumer service department has been emphasizing in its educational program.

I doubt that this is a coincidence.

And this is only one in a series of articles favorable to bread and baked products that have been appearing in the nation's top-notch national magazines since the AIB educational program began concentrating on food editors and other molders of public opinion.

I am sure that many of us will recall such publicity as the "Eat Better Breakfast and Be Thin" article in the Feb. 28 issue of Collier's magazine, or the "5-Meals-a-Day Reducing Diet" which appeared in Good Housekeeping last January. Or, for that matter, the famous sandwich and barbecue manuals that appeared in the same magazine in 1950 and 1951—and which were the inspiration for our current "August Is Sandwich Month" and "July Is Picnic Month."

There's no doubt about it. We have an extremely successful and resultful educational program working for us at the national level.

The question that must always be uppermost for those who have the real interest of the baking industry in their minds and hearts is "What is being done, and how well is it being done, in our own individual backyards?"

Are we spectators? Or are we participants?

All of us should, of course, be active and constant participants, and in many cases we have been. We do know that insofar as active participation is concerned, over three million reprints of the 1950 Good Housekeeping Sandwich article were distributed to consumers by individual bakers at the local level.

On the other hand, the "5-Meals-a-Day Reducing Diet" article (which calls for bread or baked products in every meal) seems to have slipped by

### ARBA recommends . . . .

#### Combatting the Problems Facing the Retailer Today

- 1 Rigid adherence to and maintenance of the highest quality standards in product.
- 2 Constant, careful craftsmanship.
- 3 Aggressive merchandising, advertising and selling, and sound management.
- 4 Modern, attractive stores and equipment . . . efficient, courteous service, so that the retail bakery does not suffer in comparison with other food establishments.
- 5 Keeping pace with costs. When "red" ink shows up in an accounting period act immediately to change it to black.
- 6 Careful housekeeping. This means shop and store . . . baking and selling equipment that is always spic and span.
- 7 Participation in community affairs . . . contribute to and take an active interest in civic progress.
- 8 Interest youth in industry . . . contact schools . . . invite classes for visits . . . talk to the students . . . urge them to ask questions. "Sell" them our industry.
- 9 Keeping pace with new trends, new developments and business practices, products and methods of operation. Don't arbitrarily resist change.
- 10 Remembering always that individual activity alone is not enough to insure the continued success and growth of our enterprises, the retail segment and the baking industry as a whole.

without any noticeable use by local bakers. Though I dare say that if this article had been completely void of bread there would have been many repercussions throughout the industry.

**Why is it, I wonder, that we so often accent the negative and fail to take advantage of the positive?**

Most of us are extremely alert to any article appearing in the public press that contains unfair and unfounded criticism of baked products. On those comparatively rare, but still all too frequent occasions, the American Institute of Baking and American Bakers Assn. are apt to be deluged with letters, wires, and phone calls demanding immediate ACTION! But when extremely favorable publicity appears—such as the Good Housekeeping articles, are we not apt to lie and forget them?

There doesn't seem to be enough recognition that the impact of such national publicity can be multiplied many times over if you and I use and repeat it locally, in our own backyards, to our own customers.

Every year I visit with hundreds of bakers, in all sections of the country, and every year I am disturbed to see how very few of us use—or are even aware of—the consumer educational materials that are available through the American Institute of Baking.

Again and again when talking to bakers about open house celebrations, or other publicity projects, they have asked me where in the world they can obtain educational information for publicity releases, extra-use suggestions for baked products, photographs of baked goods and so on—without even thinking of the AIB source materials available.

And so I suggest, that the next time you are in Chicago it would be worth an afternoon to visit the AIB consumer service department and see for yourselves what's available. As a matter of fact, when I was in Chicago a few weeks ago, Mary Kinavey Moore, the department's publicity director, told me a story which illustrates the point I want to make.

It seems the American Institute of Baking had been mailing its educational releases to certain radio stations and newspapers in a medium-size mid-western city without much results. Finally Mrs. Moore paid a visit to the city and personally contacted the radio commentators concerned with food and the women's page editors on the newspapers.

As a result, favorable publicity for bread and baked products is now being broadcast and printed regularly.

#### Lack of Baker Cooperation

And here is the point. When Mrs. Moore met those radio and newspaper people, they told her that not a single baker in that city has called on them or had asked them to publicize either their own educational material or the releases mailed to them by the AIB.

I must confess that I haven't always visited with local radio and newspaper people every time I've had an opportunity to do so. And I imagine that I'm not alone, here today, in that dereliction.

Fortunately, it should be a comparatively easy matter to improve this situation. In our entire country, today, there are some 2,600 radio stations and 1,600 daily newspapers. But there are at least 25,000 bakeries, and hundreds of thousands of people in those bakeries who could help influence their radio stations and newspapers in the right direction. If only

a small percentage made it their business to contact their local radio and newspaper people the results in strengthening favorable consumer attitudes and in counteracting unfavorable attitudes would be very much worth while.

Developing good relations with radio stations and newspapers is, of course, an important first step in developing good community relations. And good community relations is one of the parallel routes that lead toward the common goal of increased consumption of baked products.

As you know, the American Bakers Assn. has published a booklet which emphasizes that the most important job to be done on public relations is right in our own backyards—at the local level—where public relations is called "community" relations.

Basically, this ABA booklet describes how you can win friends by convincing your neighbors that (1) you produce a healthful and nutritious product in a clean and sanitary plant; (2) you are a good employer, and (3) you seek to be a good citizen of the community.

And here's another coincidence—a real one! When I first decided that "Right In Our Own Backyard" was the right title for this talk, I hadn't seen the ABA Community Relations booklet. Yet the first thing that hit my eye when I opened it was my favorite phrase! That's the reason why I'd like to read you the paragraph in which it appears:

"Following the appearance of an unfavorable national magazine article, one Florida baker decided to do something about it—right in his own backyard! Working through his county nutrition council, he prepared a demonstration lecture. Shortly he was appearing before interested groups all over the area. He reports, 'I went to more PTA meetings this school term than a woman with 10 children.' Did it do any good? Here's just one example. Until he heard the baker's lecture the superintendent of the county-wide lunchroom program had been prescribing whole wheat bread for three days a week, and corn bread for the other two. Now it's white or whole wheat for the entire week."

When we come to the advertising, sales promotion and merchandising opportunities that can be found—"right in our own backyard"—the baking industry is particularly fortunate—especially since 1946.

For it was only seven short years ago, in the uncertain postwar period, that the Bakers of America had the courage and the vision to start exploring the possibilities of the great national cooperative advertising program we enjoy today.

In 1949 this Bakers of America Program first became a reality with a brilliant series of full-color, all-product advertisements, in the nation's leading magazines, which featured the great slogan—"Buy It Baked!"

In the 1950 and 1951, the magazine advertising shifted emphasis to individual baked products with such compelling slogans as "Eat More Bread—Your Best Food Buy" and "Buy a Cake Today and See How Good It Is!"

In 1952 came the first Bakers of America Program national radio campaign, over the NBC network, and in 1953 the baking industry and its products received greater coverage and promotion through the CBS radio program.

As we briefly recall these great national campaigns of the past four years—advertising campaigns that were created by and for the Baking Industry—we may, perhaps, experi-

(Continued on page 63)

## BAKING HELPS

from The American Baker's Reader Service Department

### Baking Publications:

#### EXHIBITION GOODS

By L. O. Smith

Bakers hoping to gain publicity and increased trade by entering cake exhibitions will benefit by this work which tells how to produce the baked goods judges are looking for.

\$7.00

#### PIE MARCHES ON

By Monroe Boston Strause

Step-by-step details in producing pies of the very highest quality are included in this 328-page book. Formulas for 82 different pies are included, with several variations of some.

\$5.00

#### EXECUTIVE THINKING AND ACTION

By Fred DeArmond

Executives of different qualities of mind and procedure are required for business, voluntary association, government and military. The book takes up the subject under these divisions. The problems are bounded on four sides, then narrowed down to a point that is soluble. 250 pages of good material for executives.

\$6.00

#### SELLING SENSE FOR THE ROUTE SALESMAN

By Fred DeArmond

A new publication written especially for the route salesman and managers interested in this method of distribution.

\$3.50

#### DUTIES OF A BREAD SALES SUPERVISOR

By E. J. Sperry

A valuable textbook for bread sales supervisors, managers and owners. Sections on interviewing prospective salesmen, record keeping, advertising.

Initial copies \$20.00; additional copies \$4.41

#### ADVANCED PIPING AND CAKE DESIGN

By "Nirvana"

Designed for the baker who wishes to expand his creative designing and master a classic technique, this 135-page illustrated volume contains chapters on lettering and design.

\$4.50

#### SWISS BAKERY AND CONFECTIONERY

By Walter Bachman

The English translation of a Swiss book of formulas for making all kinds of "Continental" cakes and pastries. Covers every stage from raw materials to the finished article.

\$9.00

#### THE COMPLETE PATISSIER

By E. J. Kollist

Another volume dealing with European pastry delicacies, this work contains almost 1,500 formulas, with sections on yeast cakes, meringues, and pastries in addition to confectionery.

\$10.00

#### SCIENCE AND PRACTICES OF BREADS AND ROLLS MANUFACTURE

By John C. Summers

Mr. Summers is manager of the Oklahoma School of Baking, formerly with the Baking School of Dunwoody Industrial Institute. A splendid guide to practical bakers.

\$3.75

#### FLOUR FOR MAN'S BREAD

By Storek & Teague

Published in August, 1952. A University of Minnesota Press book, written after years of careful research by two men in close connection with the flour milling industry. The early chapters are historical in character, dealing with the rise of man and the relationship of his diet, food-eating and growing habits.

\$7.50

### Service Publications of The American Baker:

#### THE BAKESHOP TROUBLE SHOOTER

By A. J. Vander Voort

One of the classic publications for the baker, prepared by an expert in his field, now in its third printing. An invaluable aid in solving production problems almost as rapidly as they occur.

\$1.00

#### THE BAKESHOP FORMULA BOOK—CAKES AND PASTRIES

Another book by A. J. Vander Voort, and a handy source of up-to-date and practical formulas on the production of cakes and pastries with which the baker can increase sales and improve his product's quality

\$1.00

## ORDER FROM

Reader Service Department  
The American Baker  
118 South Sixth Street  
Minneapolis 2, Minnesota





## "I Want My Boy to Be a Baker"

A stirring statement of confidence and faith in the future of the baking industry was presented by Bill Thie, newly elected president of the Associated Retail Bakers of America, in his appearance last month at the annual convention of the Associated Bakers of Minnesota in Minneapolis.



Bill Lingren

at its recent successful convention in St. Louis.

Bill Thie's theme was: "I Want My Boy to Be a Baker." Bill spoke from first-hand experience; both of his boys are in the baking industry working with him in his Virginia Bakery in Cincinnati. He outlined the reasons for his faith in the industry and his interest in having his sons follow in his footsteps.

"You and I are important people when we begin each day with confidence and with faith in the baking industry and faith in its future," Mr. Thie told his baker audience.

He urged bakers everywhere to encourage young men in getting started in the industry and to point out the advantages of being a baker to those who are thinking of embarking on a business career. There is a real need in the industry, he said, for every baker to bring in at least one new young man into the industry and train him as a baker.

Mr. Thie's enthusiasm for the retail baking industry has been built on the foundation of personal experience and success. He will be an outstanding ARBA president and will do much to help the retail baking segment of the industry attain and hold its deserved position of importance in the nation's economy.

## Bill Walmsley Honored

The American Institute of Baking Alumni Assn. has honored Bill Walmsley, principal emeritus of the AIB School of Baking, with a request to preside as a "permanent master-of-ceremonies" at all future meetings of the AIB alumni. This is an unprecedented request and it reflects the respect that all the AIB alumni hold for Mr. Walmsley.

"We honestly believe that one of the main reasons that our recent annual meeting was one of the best and largest ever held was because of the respect and affection that all the alumni hold for you personally," Wal-

ter J. Wirth, president of the alumni association said in the letter to Mr. Walmsley asking him to accept the proposal.

Mr. Walmsley has accepted and future meetings of the AIB alumni group will sparkle with his enthusiasm and all AIB alumni present will benefit by his advice.

## Propaganda Loaf

G. Cecil Morrison, newly appointed vice chairman of the National Council of the Baking Industry in Great Britain, quoting what he described as "reliable sources," has revealed that

the Russians are planning to introduce the free distribution of bread within the next five years.

The Russian officials feel that bread should be as accessible as water to each and every person in the country and that no question of money should stand between a loaf of bread and the hungry consumer. The effect of such a policy on the peoples of impoverished lands, particularly in the East, is easy to imagine and it can be expected that if such a policy is introduced, the Russians will make the most of the propaganda opportunity offered.

## Flour Performance, 5-Day Week Discussed by Midwest Bakers

By MARTIN E. NEWELL  
American Baker Editorial Staff

KANSAS CITY—A wide variety of problems in the baking industry were covered in a production clinic sponsored by the Midwest Bakers Club May 18 at the Continental Hotel in Kansas City. About 85 bakers and allied men from the Southwest attended.

A prime topic of the discussion was the performance of various flours this year. Robert G. Dibble, of Interstate Bakeries Corp., and Al Fuller, of the Continental Baking Co., discussed their experiences with 1953 crop flours from various sections and, with James Doty, of Doty Technical Laboratories as moderator, a question and answer session followed.

Mr. Dibble remarked on the extreme variability of different flours in the Southwest this year and pointed out that in some cases flour which showed a good laboratory report did not bake satisfactorily. Flours made from Pawnee, Triumph and Wichita types of wheat this year are slow in proof, insufficient in volume and produce an open grain and texture, he declared.

### Miller Fills Important Job

These characteristics, of course, are overcome by wheat blends that include other varieties, making it more necessary than ever for the baker to put reliance on the skill and ability of the flour miller to produce a good baking product. Mr. Dibble pointed out that too strong flours are a headache to a baker, too, resulting in wildness and capping of the loaf and requiring excessive mixing time. The 8 to 10 min. mixing time characteristic of the mellow flours is certainly preferable to the 12 to 14 min. occurring in flour of very strong gluten, he emphasized, other things being equal.

Mr. Dibble said that his company is placing no emphasis on protein or ash as an index of baking quality and even tests like the mechanical toler-

ance index can fool a baker this year when a good MIT does not guarantee good bakery performance.

Some discussion developed as to whether southwestern flours have changed in baking characteristics in recent weeks compared with earlier in the year. Some observers seemed to think that was the case, but others said that there was no change in performance in the same wheat variety but thought that mill wheat mixes may have changed.

One discussion developed on malting of flours and Mr. Dibble said that the amylograph reading should be about 750 for Kansas flours (a very light malt treatment) and around 600 for Nebraska this year. Lighter malt treatment is suggested for flours which are destined for breads from which the "poly" type bread softeners have now been removed.

Some of the bakery service men indicated that best results had been obtained with southwestern flours this year with a short sponge time of 3 to 3½ hours with a higher yeast percentage up to 3½% in the sponge, thus obtaining a quick and vigorous fermentation.

Although federal standards do not now permit polyoxyethylene monostearates in bread, there was plenty to talk about in a discussion of the "polys" that was led by Harvey Rodgers, of Research Products Co., Kansas City.

Since the bread standards were established last year, the ban on "polys" has been held in abeyance, most recently by a stay against enforcement granted the Research Products Co. by a St. Louis district federal court. On May 5, the court vacated this stay and polys may now not be used under these standards.

Mr. Rodgers pointed out that, although the government was granted its petition that the stay be vacated, it was not granted a companion petition which sought to have the St. Louis court affirm the decision of

a district court in Philadelphia upholding the government standards. The St. Louis court said that the trial would have to take place and the issue be decided on its merits, even though vacating the enforcement injunction. Mr. Rodgers said the issue was not closed.

Food and Drug officials announced May 13 that they would begin enforcement of the standards and will pick up bread and test it for the presence of "polys." Just what test would be used for this or how effective the tests could be is not known.

In the discussion it was brought out that the federal law does not cover intrastate commerce and that a baker doing business wholly within one state might be exempt, depending on the terms of his own state law. Bakers who seek this exemption should check with their attorneys before doing so, it was pointed out.

### Monoglycerides

Monoglycerides are still acceptable in the bread standards, and it was brought out that the ratio of substitution for "polys" is 2 to 1; that is, if 4 oz. of "polys" were used 8 oz. of "monos" could be substituted but the ratio must not exceed 4 oz. of "monos" for every pound of shortening. Less malt must be used when polys are dropped, it was reiterated, and this may require a readjustment of malt levels of flours.

### Five-Day Week

Dan League of Interstate Bakeries Corp., gave a clear picture of what to expect with a five-day week operation. His company has a five-day week in its California plants since 1951 and more recently in New York, Buffalo and Chicago.

Although it is a little too early to have the final word on costs, he said that it appeared that careful management could keep cost increases to relatively small proportions. Manufacturing costs have not changed very much in their bakeries, but he pointed out that if a bakery was operating at full six-day capacity, a five-day week certainly would raise costs, either for overtime or for additional capital expenditures to increase capacity. However, most plants have some mid-week time which is relatively idle and this can be utilized as an offset, he pointed out.

On the distribution end, the big question is whether to go to a six-day swing shift operation or a five-day program in which one day is dropped out. In the swing-type operation, it is necessary to hire an extra route man for every five routes and this man operates one day on each route.

Mr. League said that his company had chosen a drop-out operation, because they felt it would be impossible to hire a swing man of sufficient ability to handle this complicated job at anywhere near the minimum rate for routemen. Hence, they calculated that they would have to have a 7 to 10% increase in business volume to pay for this extra cost of distribution. It is true, Mr. League said, that the swing operation was better from the viewpoint of maintaining sales but the drop out plan was better from the profit standpoint.

He quoted figures showing the two types of operation in similar markets in which allowances were made for variable factors between December, 1951, and December, 1952. By

(Continued on page 72)





# Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

**FRINGE BENEFITS**—A cross-section of American industry surveyed by the Chamber of Commerce of the U.S. paid an average of almost one fifth of its payroll costs in fringe benefits last year. Costs average 31.5¢ per payroll hour and \$644 per employee per year, according to the survey, which covered 736 companies. Not only are these fringe-benefit costs at an all-time high, but they are mounting steadily, the survey shows.

For 138 of the companies which had taken part in two previous surveys, these payments had jumped 66% in four years—from \$410 to \$681 per employee.

Copies of the survey, entitled "Fringe Benefits—1951," are available postpaid from the Economic Research Department, Chamber of Commerce of the U.S., Washington 6, D.C. (1-4 copies, \$1 each; 5-49 copies, 75¢ each; 50 copies or more, 50¢ each.)

In spite of this heavy increase, and in spite of the impact of these fringe benefits on the national economy, the bulk of hidden payroll costs are not reported by the Bureau of Labor Statistics, which is the federal government's primary source of such information.

Dr. Emerson P. Schmidt, the chamber's director of economic research, estimates the national cost of the "hidden payroll" at "something less than \$25 billion a year."

The hidden payroll includes a broad list of employer costs including social security; unemployment and workmen's compensation; sickness, accident, hospitalization and death benefits; terminal pay; discounts on goods purchased; free meals; pensions; savings and stock purchase plans; paid vacations, holidays, rest and lunch periods; profit sharing and bonus arrangements.

Prior to the chamber surveys, little was known about the scope of these "hidden payroll" costs. The Bureau of Labor Statistics, major source of wage data in the government, has reported fringe benefits only for the steel industry and this is not a continuing project.

Not included in the "hidden payroll" are extra pay for night shift and Sunday work or straight production bonuses, all of which are considered part of the regular payroll.

"When a worker is hired today," Dr. Schmidt says, "or a new wage contract is agreed upon, the wage rates established no longer measure the cost of hiring labor, and the number of hours actually worked no longer measure the number of hours for which the employer must pay."

—BREAD IS THE STAFF OF LIFE—

\*\*\* **MODERN MIRACLE**—In his recently published history of the Ogilvie Flour Mills Co., Lt.-Col. G. R. Stevens, the author, calls the development of Marquis wheat a modern miracle. "Israel," he wrote, "had a captain who made the sun stand still. Canada bred a man who rolled back the Arctic. His name was Dr. Charles S. Saunders and never was

genius so simple nor so patient in its processes. As Dominion Cerealists Dr. Saunders sought a wheat which would mature early enough to escape the sharp frosts which struck before the true autumn. He planted thousands and thousands of wheat seeds and he examined every head which sprang from them, in search of that variant which would beget a new species. In 1904, 12 kernels were found which seemed promising. Dr. Saunders gave them the only laboratory test which he trusted. He chewed them. 'After a few grains,' he has written, 'I was satisfied that their milling and baking qualities would be satisfactory.' \*\*\* Thus originated Marquis wheat, one of the great discoveries of this century. It ripened 10 days earlier than any other variety. In terms of territory it carried wheat growing in Canada 200 miles further north. Within two decades these few kernels sired an increase of 300,000,000 bu. During those years Dr. Saunders continued to carry the battle to the Arctic enemy, intent on further conquests for the plow and the harvester. The former cereal map of Canada—a fertile fringe along a vast muskeg—spread into a broad zone. The North no longer was a barrier. It was a challenge."



Samuel A. Baker

**TO NEW YORK**—Samuel A. Baker, assistant sales manager of the bakery department of Anheuser-Busch, Inc., St. Louis, will headquarter in New York after June 1, according to an announcement by Paul C. Guignon, sales manager. J. E. Mapes remains in New York as the region manager. Mr. Baker will make his home in Greenwich, Conn., and will have his office in the Anheuser-Busch Building at 33rd St. and 12th Ave., New York. He has been with Anheuser-Busch for 13 years, representing the company in Omaha, Dallas and St. Louis.

*In the U.S., rice is sown by broadcasting from airplanes or by using mechanical seeding machines. When rice is seeded on dry ground, the plants usually are permitted to grow to a height of six inches before the fields are flooded. However, more and more of the U.S. rice crop is being sown by airplanes—directly in the flooded fields. This seeding method is very common in California and is used increasingly in the southern rice growing states.*

—BREAD IS THE STAFF OF LIFE—

Egypt and Mesopotamia were grain empires: the meat of animals must have been an almost unknown food to millions of their toiling masses. They were peoples who lived in complete dependence on the fertility of their soils, and the phenomenon of annual food production out of the earth conditioned not only their social patterns but all their thinking. Later, in other lands, grain production would take its place as a basic but not completely dominant human activity; but in these river valleys it was the controlling influence on all life, and the phase of the grain empires forms one of the most revealing chapters of our story. —"Flour for Man's Bread: A History of Milling," University of Minnesota Press.

—BREAD IS THE STAFF OF LIFE—

*Near the valley of the Jordan River, a few miles south of the Sea of Galilee, wild barley was found in 1906, along with wild emmer and wild einkorn, the two known wild varieties of wheat. These grains still grow in the wild state in an area that stretches eastward from Asia Minor, Syria and northern Palestine through northern Iraq, Transcaucasia and Iran to Afghanistan and Turkestan.*

—BREAD IS THE STAFF OF LIFE—

## A TOAST TO TOAST

Crisp slice of bread, we toast you!  
For, be we sick or well  
There is no dish, broth, meat or fish  
With your delicious smell;  
What is so appetizing  
As golden-toasted bread?  
Hot, freshly made, on platters laid,  
The scrambled eggs' broad bed.

Plain toast, when one is ailing,  
But otherwise with jam!  
No other food smells quite so good,  
Not coffee, spice cake, ham;  
The plainest folk may have you,  
For bread is right at hand,  
Yet, wholesome friend, on you depend  
The chefs of every land.

On you they pour creamed oysters  
Or spread rich sandwich paste,  
Asparagus they send to us  
On wide brown toast-strips placed;  
For entrees they cut circles,  
Triangle-toasts for stew,  
O helpful toast, the world may boast  
Of such a food as you!

Grace McKinstry

## In Our Backyard

(Continued from page 61)

ence a fleeting sense of doubt as to whether we, as individuals, did all that was possible to support and take advantage of them at the local level—in our own backyards.

Did we do everything that could be done to tie up with the compelling slogans and the beautiful artwork that were used in the national magazine campaigns?

Did we take full advantage of our opportunities to build larger local audiences for the subsequent radio campaigns?

In short, did we make these national campaigns OUR campaigns? Well, even if we did not, there's no use in crying over spilt opportunities.

Today we should be more interested in taking advantage of the opportunities that are still standing and waiting right in our own backyards; that are currently knocking at our door!

All we have to do to multiply the benefits and the impact of this national campaign is reach out, pick up and tie up!—with campaigns like "National Sandwich Month," "National Picnic Month" and "Good Breakfast Means Good Morning."

The conception and motivating force is national. But their successful promotion to the buying public must, as always, be local—right in our own backyards.

In the retail field, the Associated Retail Bakers of America is particularly active in making retail bakery merchandising both easy and effective by offering their members effective new ideas and materials for window and counter displays—particularly for seasonal holidays and special events.

In this connection, let's not overlook the fertile source of increased sales that can be found in every baker's backyard (or, in this case, on his office wall!)

I refer, of course, to the yearly calendar and to the scores of sales-making events that can be found on almost every page—if we take the time to look for them.

## Special Days

According to the Dec. 5, 1952 issue of "Printers Ink," the staggering total of 150 special "days," "weeks," or "months" was scheduled for this year of 1953! All of which are in addition to such traditional holiday celebrations as Christmas, New Year's, Valentine's Day, St. Patrick's Day, Easter, and so on.

I have gone over this list very carefully and a surprisingly large percentage—better than one-third—of the special "days," "weeks" and "months" invite at least partial participation by bakers—so long as he knows about them far enough in advance to do something about them.

Even when there is no obvious tie-up between the event and a baker's products, celebrations such as "Boy Scout Week" offer timely and topical ideas for displays and merchandising, while their enthusiastic promotion helps build good will for the baker in his own community.

For more directly profitable tie-ups the calendar offers many other dates that specifically encourage the sale and consumption of baked goods.

We have all watched with pleasure the steady growth of the sale of Mother's Day cakes and we are now

watching with admiration and astonishment the strides being made in the sale of Father's Day cakes.

#### Merchandising Opportunity

Here is a sensational merchandising opportunity that has been growing in our backyard for a number of years—and which last year received over 11 million dollars in newspaper, radio, TV and motion picture publicity!

Ever since 1950, when the company with which I am connected first urged nation-wide baker tie-up with this fast-growing promotion, the sale of Father's Day cakes has been heading upwards.

And it is another one of those planned "coincidences" that ever since 1950 (and including 1953) a baker's Father's Day cake has been a featured attraction on each year's official Father's Day Poster!

In other words, the idea that was first naturally cultivated for use in our own backyard—in 1950—is yielding a yearly harvest of Father's Day cake sales that weren't dreamed of ten or even five years ago.

And this is only one example of a sales promotion and merchandising program being developed for the benefit of the nation's bakers by allied companies, bakery associations and the bakery trade press.

Obviously, a thorough study of the calendar—and a receptive attitude towards the special promotions suggested by allied companies—is well worth while.

And before leaving these 365 days in the year I'd like to mention one thing more I never knew until I started checking on the baker opportunities that are right in our own backyard. According to a good friend of mine, who is one of the leading retail merchandisers in the East, I

learned that while June is the biggest month for weddings (with 12.4%)—the over 87% of all weddings are distributed over the remaining 11 months! The runner-ups to June were August, with 10.4%, May, with 9.6% and September, with 9.2%. All of which goes to prove that people do love one another about as much in September as they do in May. When I showed these figures to a large Chicago baker recently, he said he knew they had enjoyed a fairly steady wedding cake business throughout the year, but that he never before realized the opportunities existing in the colder months.

I realize that the longer you read, the more obvious it becomes that the major problem for a baker is not in finding opportunities in his own backyard but in keeping track of them!

And this is where a special word on the bakery trade press—those very good friends of ours—is definitely in order.

The trade press folks are a most important source of production and merchandising ideas in their own right. But almost equally important, their magazines are your best guide to all the other production, educational, advertising and merchandising opportunities we have been discussing.

Unless a baker really reads his trade magazines carefully (and just as soon as he receives them), it's practically impossible for him to take advantage of the opportunities that are constantly being offered by his associations, his allied companies and the special occasions on his yearly calendar. They are like charts that tell the baking industry and the individual baker, where he has been—where he is now—and where he is

heading. Operating without their assistance is like operating in a fog.

We have the trade press to keep us up to date on what's going on. And we have our consumer survey knowledge to point the direction in which we ought to go in order to influence consumer attitudes and increase consumption of baked products.

● We are extremely fortunate in having the ways and means necessary to persuade Mrs. American Consumer to **BUY** what she says she **WANTS**.

● Very few industries, competitive or otherwise, enjoy the means we have to change consumer opinions.

● Very few industries have the consumer services and research facilities that are offered in such great research and educational centers as the American Institute of Baking.

● And only a handful of industries can boast of the advertising campaign being carried on by the Bakers of America Program.

● Very few industries enjoy such consistent and practical support from their allied members—support in advertising, merchandising and production that is always available at both national and local levels.

● And very few industries are blessed with such a dynamic and progressive trade press.

● We have the survey information that points the way to action. We have the agencies and materials we need to take action. We also have on the national level, action itself.

What we seem to really need is **MORE** action at the local level—right in our own backyards!

It is understood, of course, that no program to influence consumer attitudes or to improve products is going to be successful overnight—at either the national or local levels. As George Humphrey, the new U. S. Secretary of the Treasury recently said—"You can't set a hen in the morning and have chicken salad for lunch!"

But we members of the Baking Industry do have the hen!

And we have her right in our own backyard!

So, with patience and persistence we can have chicken salad!

Some time ago I ran across a quotation in one of the bakery magazines that seemed to sum up this whole question of being able to see the opportunities that are all around us and that lie ahead of us:

"Vision is one of the greatest gifts with which we are endowed. Vision, however, like other gifts, must be exercised."

Our industry has been blessed with many gifts—in addition to its inspiring vision of the road ahead to greater strength, prosperity and usefulness.

It is up to us to use those gifts to the best of our ability.

—BREAD IS THE STAFF OF LIFE—

#### HATHAWAY BAKERIES, INC., NAMES FIVE DIRECTORS

BRIGHTON, MASS.—The annual meeting of stockholders of Hathaway Bakeries, Inc., was held at the Hotel Statler, Boston, on May 14.

The number of directors for the ensuing year was fixed at five, those named being Jacob M. Arvey, James S. Borck, Oscar Getz, Thomas A. Pappas and John S. Slater.

At the directors' meeting which followed the stockholders' meeting, the following officers were elected: first vice president, John S. Slater; second vice president, William E. Freeman; treasurer and secretary, Charles S. Tupper, and assistant treasurer, William E. Freeman.

#### The J. C. Lysle Milling Co.

MILLERS OF

#### HARD AND SOFT WHEAT FLOUR

SINCE 1874

Leavenworth, Kansas

Quality Millers Since 1879

#### BUFFALO FLOUR

THE WILLIS NORTON  
COMPANY  
WICHITA, KANSAS

Victor-Champion-Frost King-Headliner

Family Flour De Luxe

#### THE CRETE MILLS

CRETE, NEB

#### Evans Milling Co., Inc.

INDIANAPOLIS, IND., U. S. A.

Manufacture Kilo-Dried

DEGERMINATED CORN PRODUCTS

Capacity, 16,000 Bushels

#### Fort Morgan Mills

Family and Bakery Flour

Milled only from the very choicest  
Colorado highland wheats  
FORT MORGAN -:- COLORADO

#### Michigan Soft Wheat Flour

Plain and Self-Rising

#### King Milling Company

LOWELL, MICHIGAN

You can make better bread with

**SUNNY KANSAS Flour**

**The WICHITA**

**Flour Mills Co.**

WICHITA, KANSAS

"RUSSELL'S BEST"

"AMERICAN SPECIAL"

Our mill is located in the high protein  
wheat district of central western Kan-  
sas, and secures most of its wheat  
directly from growers.

RUSSELL MILLING CO., Russell, Kansas

#### ACME RYE

A HIGH QUALITY  
WISCONSIN RYE FLOUR  
All Grades

FISHER-FALLGATTER MILLING CO.  
WAUPACA, WISCONSIN

#### Super Chief

High Protein Flour

#### GREEN'S MILLING CO.

Morris, Minn.

#### RUNCIMAN MILLING CO.

Successors to JONATHAN HALE & SONS, Inc.

MANUFACTURERS OF FINEST

**MICHIGAN SOFT WHEAT FLOURS**

Plain and Self-Rising  
IONIA, MICH. PHONE 65  
Since 1856

## A SERVICE DESIGNED FOR BAKERS

55,000 square feet of public dry storage. Class A reinforced concrete building. Overhead sprinklers.

Specializing in handling of bakery ingredients and supplies, pie fruits and confectioners items.

Efficient truck deliveries and pool car distribution.

Five elevators providing expedited will-call service.

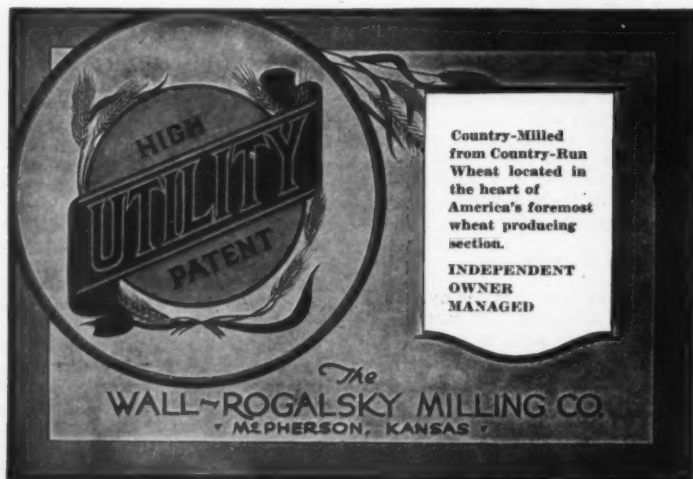
Dock capacity: 20 trucks. Rail capacity: 15 cars.

On Los Angeles Junction Railway rails with switching charges absorbed by line haul carriers.

Fully licensed and permitted by California Public Utilities Commission.

### FLOUR, INC.

4219 N. Produce Plaza, Los Angeles 58, Calif.



Country-Milled from Country-Run Wheat located in the heart of America's foremost wheat producing section.

INDEPENDENT OWNER MANAGED

**WALL-ROGALSKY MILLING CO.**  
M'PHERSON, KANSAS



## Michigan States

(Continued from page 16)

taken by the association earlier this spring in which the bakers queried mentioned that they wanted less direct advertising and more public relations and consumers service. The decision of the Bakers of America Program to drop its radio show in favor of concentrated effort at the consumer level is an evolution of this directive from the membership, Mr. Kelley said.

### Consumer Attitude Surveyed

The speaker pointed out that the program will be able to take advantage of past experience, and cited an address by Albert Pleus of the Fleischmann division of Standard Brands, Inc., New York, in pointing out that surveys of attitude toward bread have shown that the more favorable the attitude the more bakery foods eaten.

(The complete text of this address by Mr. Pleus appears beginning on page 58 of this issue.)

"We cannot do a national advertising job with a half million dollars," Mr. Kelley said. "The purpose of our public relations program is to improve the attitudes of the end consumer of bakery foods."

The speaker also outlined the extensive efforts of the Bakers of America Program to change the attitude of the medical profession toward bakery foods by advertising in medical publications, of which there are 24. Stating that he was optimistic about the eventual success of the program, Mr. Kelley said that the Bakers of America Program will have an advertisement in all of these journals every other month, with some having monthly ads.

He reported that additional field representatives are being obtained by the consumers service department of the American Institute of Baking and that educational work is contemplated in various government departments in order to clarify and direct knowledge about baked foods.

### Consumption Trend Outline

The baking industry is converting more flour into bakery products today than in 1940, 1930 or in 1920 or in any previous year, according to Ralph S. Herman, General Mills, Inc., Minneapolis.

"On the surface," Mr. Herman said, "this would appear to be a very happy situation and to portend encouraging future for the industry. All, however, is not as well with us as could be hoped for. It would seem high time that we gave serious consideration and immediate effort toward counteracting our evident lessening market."

Mr. Herman cited Bureau of Agricultural Economics figures which show that consumption per person for many foods is continuing to change in line with trends that have been under way for the past 40 years. "We have been eating more dairy products, fruits and vegetables, poultry, game and fish, eggs, fats and oils, sugars and syrups, beans, peas and nuts and less grain products and potatoes," Mr. Herman said.

"When we begin poking around a bit behind the scenes," Mr. Herman said, "we find that during the period 1910-1950 the per capita consumption of flour declined 37%."

"Specifically, in 1910 we had a population in the U.S. of 92,400,000 and our per capita consumption of flour was 211 lb.; in 1950 our popu-

lation had increased to 151,000,000 and our per capita consumption had dropped to 133 lb. On the average during this period we have picked up a potential 1,465,000 new customers each year and yet during each one of these years our public has consumed 1.95 lb. less flour than they used each previous year.

"As an industry we are gradually losing our share of the market and are dependent primarily on population increase for maintaining our tonnage."

The speaker emphasized that there is evidence the bakers potential market is tapering off and shrinking more rapidly than he can build in the future through population increase. This is presently readily observable in communities where the population level has remained relatively static, Mr. Herman said.

"If we are to maintain even our present levels of production we must take determined and continuing individual and industry action. All interests must be united in a common crusade to educate and tell the public, with particular emphasis on the younger consumers, of the goodness of commercially produced bakery products of all types, of their comparative economy in relation to other foods, of their substantial nutritional value and of the eating satisfaction that can be derived from their inclusion in every meal; their convenience to serve and their availability at all times, also their ready adaptability to combination usage with other companion foods."

In conclusion, Mr. Herman emphasized that the baking industry must create a good and sympathetic public press on both the national and local level, know its market, remain flexible to changes in public taste, convince the public of the sanitary conditions under which baked foods are prepared, their freshness and their nutritious qualities, and the baking industry must understand that price resistance is insignificant among all income purchases if demonstrable superior quality is maintained.

E. J. Sperry, Sperry's Personal Opinion, Chicago, was moderator of the open forum and bull session which concluded the evening session. During his discussion, Mr. Sperry pointed out that in his opinion the production, transportation and sale of bread via freezers in grocery stores is now entirely practical.

## Young Executives' Breakfast

Louis E. Caster, Kieg-Stevens Baking Co., Rockford, Ill., outlined a formula for success for young men in the baking industry at the breakfast for young executives in the East Room of the Hotel Schroeder the morning of May 19.

The price for success, said Mr. Caster, is hard work. "There is a price tag on everything—there is no free ride. The baking industry owes its greatness to the fact that its present leaders looked for a challenge and opportunity rather than security."

The baking industry, he pointed out, offers many opportunities to young people, including mechanization, chances for improving flavor, and new marketing conceptions. He believes, too, in industry cooperation on many problems, including problems of display and labor.

John Garrow, Chapman & Smith, Melrose Park, Ill., was master of ceremonies at the breakfast. E. E.



**TESTIMONIAL**—William A. Lohman, Jr., sales manager of General Mills, Inc., flour division, is pictured holding a beautiful set of sapphire studded gold cufflinks presented to him at a testimonial dinner given by his many friends in the Bakers Club, Inc., New York Assn. of Flour Distributors, and Metropolitan Bakery Production Club, Inc., at the Hotel Astor May 27. On the left is Fred W. Pfizenmayer, Continental Baking Co., New York, president of the Bakers Club, Inc., who made the presentation. At right is Walter J. Stockman of Raymond F. Kiltan, New York, who acted as toastmaster at the dinner. Approximately 150 attended to honor the former General Mills, Inc., eastern district sales manager, who recently moved to Minneapolis. Officers of four baking and flour industry associations and clubs were represented at the head table. They were: Peter Petersen, Petersen-Owens, Inc., New York; William H. Welker, Swift & Co., Newark, N. J., secretary of the MBPC; Mr. Pfizenmayer; Leo Frank, Cliff H. Morris & Co., New York, president NYAFD; George W. Potts, The Northwestern Miller, secretary NYAFD; Frank Lyon, secretary of the Bakers Club, Inc.; Emil Fink, Fink Baking Corp., New York, first vice president of the Bakers Club, Inc., and Nathan R. Rogers, Paradise Baking Corp., Brooklyn, N. Y., president of the National Association of Pie Bakers.

Kelley, Jr., president of the American Bakers Assn., Chicago, briefly outlined the ABA's new promotion program. Gerald Velzen, Community Bakery, Grand Rapids, Mich., sounded a call for young members of the industry to enlist in the Associated Retail Bakers of America.

## Tomorrow's America

Mr. McCully was again convention chairman during the final general session the afternoon of May 19. E. V. Seibert, Noll Baking & Ice Cream Co., Alton, Ill., and president of the Illinois Bakers Assn., was session chairman.

Carl Taylor, farmer and banker from Waukesha, Wis., was one of the two featured speakers on this program, speaking on the "type of America we would like to live in tomorrow and leave for our children." He emphasized the importance of freedom of the individual in the progress of this nation.

Mr. Caster spoke briefly on the Bakers of America Program empha-

sizing the importance of the individual baker doing his share "to help the industry of which you are a part."

Final speaker on the session was Allen B. Kline, president of the American Farm Bureau Federation, speaking on "Tomorrow Is Important."

The speaker emphasized that "today is important" in determining what will happen tomorrow. He emphasized the historic importance of the decisions being made at the present time and of the inter-relationship between agriculture and the rest of the nation's basic industries.

—BREAD IS THE STAFF OF LIFE—

## CHARLES E. MISCH JOINS CHICAGO METALLIC FIRM

CHICAGO—Jerome H. Debs, president of the Chicago Metallic Manufacturing Co., has announced the appointment of Charles E. Misch as special sales engineer for the firm's eastern territory. Well-known in the baking industry, Mr. Misch brings a background of more than 25 years' experience to his new post.

Formerly Mr. Misch was with the Schulze Baking Co., Chicago, as assistant to the chief engineer and then became associated with Cushman's Sons, Inc., in New York City as chief engineer and from there moved to the Read Machinery Co. as sales and district manager in the New York City area for more than 10 years. In 1946 Mr. Misch established his own firm as a consulting engineer and manufacturers' agent.

A graduate of Columbia University's school of Mechanical Engineering, Mr. Misch is a registered professional engineer in New York state. In his new association, he will work closely with Chicago Metallic's Harry Harrison, eastern sales representative, and Henry Montminy, eastern sales manager.





## The Flour Market

# Markets Reflect Weight of Big Wheat Surplus

An extremely depressed wheat market situation prevailed through May, bringing futures prices down 10¢@14¢ bu. to the lowest point since before the start of the Korean War three years ago. Of probably more significance was the accompanying sharp break in cash wheat prices at Kansas City, where the cash commodity previously had been holding relatively firm in face of declining futures. This resulted in a drop of some 40¢ sack in standard grades of bakery flour in that area, strictly on an old crop delivery basis. Flour quotations for new crop delivery were not as yet posted in early June. Meanwhile, cash wheat prices at Minneapolis fell a little more than 3¢ in the past month, and flour values were just about 5¢ sack lower, the reduction held in check by a decline in the millfeed market. Harvesting of new crop hard winter wheat in the Southwest was well under way in the areas farthest south, and no immediate check on the downtrend was evident, even though most of the early harvested wheat was going into store for government loans. The big supply in relation to demand continued to dominate the situation.

### Hand-to-Mouth Buying Prevails

Buying of flour remained largely on a hand-to-mouth basis during May, both on springs and hard winters. Bakers were unwilling to make commitments for more than a few weeks ahead in view of the price weakness, and much procurement was done on a price-date-of-shipment basis. Buyers were waiting for new crop price indications, but whether or not supplies would be bought ahead for a few months as in past years remained somewhat in doubt as long as wheat prices continued to skid. The price of cash wheat at Kansas City June 1 was about 38¢ below the indicated price support level on the 1953 crop, and the July future there was approximately 42¢ below the indicated loan.

### Crop Production May Be Larger

According to some observers, the total wheat crop this year is likely to be larger than officially estimated on May 1, when the U. S. Department of

Agriculture indicated a winter wheat crop of 730 million bushels and possible spring wheat production of some 310 million bushels. Production prospects improved in parts of Oklahoma and Nebraska, as well as in the soft winter wheat area in the central states. In western Kansas, little rain has fallen in the past month, and wheat has suffered correspondingly, while in the eastern portion of that state, conditions have been more favorable and the crop remains in good shape.

### Spring Crop Makes Good Progress

The spring wheat outlook was marred somewhat by delays in plantings, and some crop experts look for a reduction in acreage as farmers seed other, later-maturing crops such as barley and flax. However, the crop has made good progress, with wet topsoil promoting good growth. Some concern has been expressed because of presence of more rust infection in the Southwest which could move northward later in the season and cause damage to spring wheat. More sunshine and warmer weather is looked for for the Dakota-Montana area, with the moisture situation taken care of for the present.

### Washington Eyes Surplus Problem

The wheat surplus problem is getting a great deal of attention from the administration and Congress, with efforts being made to make the mandatory acreage restrictions and marketing quotas effective. Legislation was introduced by wheat state congressmen to amend the existing law so that marketing quotas will be approved by wheat farmers in the referendum vote due in July. This action, the start of an attempt to whittle down the surplus, would af-

fect the 1954 production to be seeded next fall in the winter wheat states. By eliminating from the referendum participation by the small-acreage farmers, legislators hope that marketing quotas will be approved. If they are not, the support rate would automatically drop to 50% of parity or slightly more than \$1 bu.

### Farmers Asked to Hold Wheat

The U. S. Department of Agriculture recently announced a "resealing" program on 1952 wheat which provides that grain stored on the farm may be kept there rather than turned over to the USDA. The effect would be to cut down on the amount of wheat moving to terminal markets at the time that new crop wheat is being marketed and thus make less severe a threatened storage shortage. The incentive to farmers in this program is the earning of payments for storage. Meanwhile, USDA has announced efforts to clear terminal space of government-owned wheat. A considerable quantity has been moved to storage in ships of the "mothball fleet" on the Hudson River in New York, and airplane hangars and other temporary facilities will be used for grain warehousing as they have in the past.

### Sales From USDA Stocks Permitted

Meanwhile, USDA also has started to sell some of its wheat for domestic use at market levels. Up to just recently, these government-owned supplies were available at competitive prices only for export under provisions of law. However, the domestic sales were made with the explanation that the wheat involved threatened to go out of condition. Under these circumstances the lower-priced sales are possible. Some market observers

feel that sooner or later much more of the government wheat will have to be sold, as USDA already has done with corn in a substantial way, and this prospect further underlines the bearishness of the surplus situation.

## Site Purchased for New Plant, Office for American Baker

MINNEAPOLIS—H. J. Patridge, president of the Miller Publishing Co., publisher of The American Baker, has announced the company has purchased a site for a new plant and office building on the south side of Wayzata Boulevard on the outskirts of Minneapolis.

Construction will begin as soon as building plans have been completed, with the aim of occupancy next spring. David Griswold, Minneapolis, has been retained as architect.

The 80-year-old company has been at its present location, 118 S. Sixth St., since 1898. Growth of its business, Mr. Patridge says, necessitates greatly expanded facilities. Currently, four trade journals are published for the flour, grain, feed and baking industries. They are The Northwestern Miller, established in 1873; The American Baker, established in 1925; Feedstuffs, established in 1929; and, Milling Production, which has been published since 1935. A fifth trade journal in a related field is now under consideration.

The publishing company was founded in La Crosse, Wis., by Amasa K. Ostrander, who was joined in the business two years later by Albert Hoppin. In 1879 the business was moved to Minneapolis, then becoming the world's largest flour milling center. Charles M. Palmer, subsequently a national newspaper owner, broker and publisher, associated himself with the Miller in 1882, and in 1895 the late William C. Edgar purchased it and controlled its destinies for a quarter of a century thereafter. In 1897 the Miller Publishing Co. was formed, and in 1924, coincident with the retirement of Mr. Edgar, financial control passed into the hands of the company's employees, where it has since remained.

The officers of the company, in addition to Mr. Patridge, who is president and treasurer, are: Carroll K. Michener, vice president and editor of The Northwestern Miller; Wayne G. Martin, Jr., vice president and manager of the New York branch office, and Harvey E. Yantis, secretary and editor of Feedstuffs. The company maintains branch offices in New York, Chicago, Kansas City and Toronto, and an editorial office in Washington, D. C.

—BREAD IS THE STAFF OF LIFE—  
**BRISTOL NAMES S. E. GEWIN**  
WATERBURY, CONN. — Sam E. Gewin has been appointed district manager of the St. Louis office of the Bristol Co., Waterbury, Conn.

### U.S. WHEAT FLOUR PRODUCTION STATISTICS FOR MAY, 1953

(Figures for Buffalo, Kansas City and Minneapolis represent 100% of production. Adjusted estimates for the U.S. are based on reports from mills which are believed to account for approximately 74% of the total U.S. wheat flour output.)

	May, 1953	April, 1953	May, 1952
<b>BUFFALO</b> .....	2,202,016	2,065,196	2,008,673
Minneapolis .....	1,138,387	1,117,268	1,079,588
Interior Northwest .....	1,732,732	1,738,275	1,792,845
<b>NORTHWEST</b> .....	2,871,119	2,855,543	2,872,433
Kansas City .....	1,006,067	1,046,781	1,185,857
Interior .....	3,416,084	3,779,162	3,791,368
<b>SOUTHWEST</b> .....	4,422,151	4,825,943	4,977,225
Seattle-Tacoma .....	661,315	690,620	704,655
Portland .....	188,292	231,842	124,802
Interior North Pacific .....	206,972	186,545	187,407
<b>NORTH PACIFIC COAST</b> .....	1,056,579	1,109,007	1,016,864
<b>CENTRAL AND SOUTHEAST</b> .....	2,229,822	2,147,833	2,032,939
<b>TOTALS</b> .....	12,781,687	13,008,522	12,908,224
Percent of U.S. Total .....	73.9	73.9	73.7
<b>ADJUSTED ESTIMATES, U.S.</b> .....	17,295,900	17,596,100	17,556,800

Market  
Editor

George L. Gates

## National Welfare Plan Adopted for Members of Bakery Union

CHICAGO—The members of the Bakery & Confectionery Workers International Union, AFL, and their families are now eligible to participate in a national welfare program which is said to be unprecedented in labor-management relations.

The program employs the mass purchasing theory to the operation of union welfare funds, it was stated by James G. Cross, president of the union, who announced details of the plan. The program will be jointly administered by trustees representing employers and the union.

The program is intended to make available increased life, health and hospital insurance for the union members and their families without upsetting local bargaining relationships that have been traditional in the baking industry.

### Central Purchase of Insurance

Local unions will determine with their own local employers how much money is to be set aside for welfare benefits, and then avail themselves of the savings in insurance costs that can be realized through a central purchase system involving many thousands of workers. Mr. Cross said that this national program would provide the bulk of the union's members with benefits that would otherwise necessitate an additional 1½¢ to 2½¢ an hour of employer contribution.

Mr. Cross said that the percentage of the premium dollar kept by insurance companies was much higher for small groups than for large groups, such as those over 5,000 persons. This, it was said, severely limited the character of benefits available for smaller groups. At the same time, it was explained by Mr. Cross, the bakers' union wants to preserve the local union-employer relationship because of unique differences that exist between various segments in the industry, and still achieve maximum savings through mass purchasing of insurance benefits.

### Benefit Schedules

Martin E. Segal & Co. has drawn up schedules of benefits obtainable through the national program on the basis of specific contributions by local employers.

For example, an employer who undertook to contribute 4¢ an hour in welfare payments would be able to supply his employees with a \$2,000 life insurance policy, a \$2,000 accidental death and dismemberment in-

surance policy, a \$40 weekly benefit for accident and sickness, hospitalization insurance and surgical reimbursements ranging up to \$225 for an operation.

When a local union and its employers have agreed on the number of cents an hour to be put in the fund, they will advise the national welfare program headquarters in Chicago of the agreement reached and the benefits provided under the master schedule will then be provided to the workers covered by the pact.

—BREAD IS THE STAFF OF LIFE—

### NBC BEGINS ADDITION

DENVER—The National Biscuit Co. has begun construction of a million-dollar addition to its Denver bakery. The expansion project will add 18,000 sq. ft. floor space for production and shipping operations at the Denver plant and will be completed by next December. The present plant has 90,000 sq. ft. of floor space and was erected in 1942. E. T. Chapman is manager of the Denver branch.

—BREAD IS THE STAFF OF LIFE—

### ST. LOUIS GROUP HEARS OF NEW BREAD PROCESS

ST. LOUIS—Roland Selman, R. W. Selman & Associates, Kansas City, was the featured speaker at the May meeting of the Greater St. Louis Bakery Production Club.

The subject of his talk was "The New Approach to Bread Making." Mr. Selman discussed the making of bread by the Selman process. According to the speaker, while the "new and radical" method can be used with present day shop equipment, "its simplicity permits ready modification to a continuous bread baking procedure with relatively small equipment expense."

The new procedure employs pure oxygen as the leaven, thus many of the basic production procedures are no longer necessary, it was claimed. Samples of the new type bread were distributed among the members and favorable comments were received.

After a question and answer period relating to the new procedure, the meeting was adjourned. After adjournment, the film, "Springtime Is Egg Time," produced by Standard Brands, Inc., was shown.

## The Stock Market Picture

Quotations on baking company stocks listed on the New York Stock Exchange and the American Stock Exchange:

	High	Low	Close May 5, 1953	Close May 29, 1953
Continental Baking Co. ....	24½	16½	24½	24½
Continental Baking Co., \$5.50 Pfd. ....	90	60	95	95½
General Baking Co., \$8 Pfd. ....	14½	11	13½	13½
National Biscuit Co. ....	162	148	153	148
National Biscuit Co., \$7 Pfd. ....	39½	28½	36½	36½
National Biscuit Co., \$7 Pfd. ....	185½	161½	162½	163½
Purity Bakeries Corp. ....	35½	27½	35½	34½
Sunshine Biscuits, Inc. ....	70½	56	70	69½
United Biscuit of America ....	37½	29½	35½	36
United Biscuit of America, \$4.50 Pfd. ....	107	101½	104½	102

Closing bid and asked prices on stocks not traded May 5:

	Bid	Asked
Omar, Inc. ....	19½	20
Wagner Baking Co., Pfd. ....	109	110

## New York Retail Bakers Told of Industry's Strength in Unity

By GEORGE POTTS

American Baker Editorial Staff

BUFFALO—An over-all discussion of problems facing the retail baker, featuring industry leaders and offering five panel sessions on varied subjects, furnished the formula for a well balanced program presented at the convention and exposition of the New York State Association of Manufacturing Retail Bakers held here May 31-June 2.

Stressing the need for a stronger national organization with increased membership as "the salvation of the retail baking industry," Bernard E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., past president of the American Retail Bakers Assn., keynoted the convention by calling upon the bakers to consider the industry as a group and not as individual bakeries.

He declared that the industry must get recognition and "be felt" to get government support and research such as other industries are getting and recommended a full public relations and advertising job.

Mr. Godde urged the bakers to be community-minded and take an active part in community affairs. Touching on prices, he declared they must be high enough to reflect costs and a fair margin of profits for a good quality product.

He saw the frozen products movement as a step towards making retail baking a "daytime industry" that can attract youth to the trade.

### Freezing Gets Airing

This subject of frozen bakery products had a thorough airing during a panel discussion at the opening session. The panel speakers noted that bake-and-freeze was more practical than freeze-and-bake, with the products ready to sell when thawed. They viewed this as true of practically all baked goods with the possible exception of pies.

Comments by the panel indicated that in some cases business had increased as much as 20% through the introduction of frozen products, that birthday cake sales increased because they could offer immediate sales while customers waited for quick, final decorations; cheese cakes could be sold right out of the freezer for baking at home, and a far greater variety of products could be offered.

One observer noted that, contrary to some opinions, cakes could be refrozen and still have good quality, although the practice was not recommended.

Panel members included: Charles Schutz, Buffalo; Andrew Kmetz, Buf-

falo; Jack Stroell, Bronx and Paul Miklusak, Bronx.

Dr. Louis A. King, sanitation director of the American Institute of Baking, Chicago, speaking on a panel covering sanitation problems in the bakery, noted the advance in cleanliness practices through the work of the Baking Industry Sanitation Standards Committee in promoting uniformity of equipment construction. He saw this activity as a marked step towards better over-all cleanliness and infestation control.

### Sanitation Considerations

This speaker listed rodents, insects and people as the three most important considerations in good sanitation, with the latter the hardest to control. He stated that most problems could be controlled through good cleaning, but that haste and laziness of employees could be a stumbling block in good cleanliness. He recommended traps inside the plant for rodent control and the use of 3% methoxychlor and ½% Lindane in a deodorized oil for an insecticide. He concluded by outlining services available through his organization for better sanitation.

Adam Metz, president of the Bakers Mutual Insurance Co., New York, appearing on this panel, reviewed the retail industry in the past 50 years, noting the advances in nutrition, quality of ingredients and sanitation.

The program of the first day of the convention was rounded out with a panel session covering a proposed association hospital plan for employees featuring Gordon Brown of the Prudential Insurance Co.; Henry Heim, New York; Paul Miklusak, Bronx, and Peter Braidia, New York. Ransom C. Hall, Kenmore Bakery, Kenmore, N.Y., opened the convention and surrendered the chair to Henry Hoer, Hoer's Bakery, Bronx, president of the association, who acted as chairman of the session.

Three representatives of the ARBA were featured on the program the second day of the convention.

William F. Thie, Virginia Bakery, Cincinnati, ARBA president, lead-off speaker of the session, saw the retail industry as "Sound, not only because of size, but because we serve." He predicted the industry would stay in a strong position but "poor businessmen and poor merchandisers will not survive."

He urged the bakers to lend mutual help and foster exchange of ideas within their local groups. He further counseled the bakers to keep up with other industries in labor relations, and suggested sales

(Continued on page 71)

## Summary of Flour Quotations

May 29 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent .....	6.19@6.30	...	...	...	...
Spring high gluten .....	...	6.01@6.05	...	...	6.84@6.86
Spring short .....	...	5.90@5.91	...	6.30	6.68@6.71
Spring standard .....	6.09@6.25	5.80@5.81	...	6.20	6.59@6.61
Spring first clear .....	5.30@5.50	5.15@5.51	...	5.80	5.84@5.86
Hard winter short .....	5.55@5.80	...	5.30@5.35	...	...
Hard winter standard .....	5.45@5.65	...	5.20@5.25	...	5.55@5.62
Hard winter first clear .....	...	...	4.60@4.70	...	5.40@5.52
Soft winter short patent .....	6.48@6.73	...	...	5.90	5.68@5.70
Soft winter standard .....	4.69@4.83	...	...	...	...
Soft winter straight .....	...	...	...	5.05	5.48@5.50
Soft winter first clear .....	4.40@4.65	...	...	4.75	5.13@5.15
Rye flour, white .....	4.27@4.30	4.00@4.10	...	4.83	...
Rye flour, dark .....	3.29@3.60	3.00@3.10	...	3.83	3.78
	New York	Phila.	Boston	Pittsburgh	*New Ori.
Spring high gluten .....	6.63@6.73	6.90@7.00	6.76@6.85	6.69@6.79	6.00@6.20
Spring short .....	6.48@6.58	6.70@6.80	6.61@6.70	6.58@6.78	5.90@6.00
Spring standard .....	6.38@6.48	6.65@6.75	6.51@6.60	6.48@6.58	5.75@5.95
Spring first clear .....	5.80@6.10	6.00@6.10	5.87@6.12	5.90@6.21	5.65@5.85
Hard winter short .....	6.00@6.20	6.25@6.35	6.16@6.30	6.02@6.31	5.55@5.65
Hard winter standard .....	5.80@5.95	6.20@6.30	5.96@6.03	5.82@6.01	5.40@5.55
Hard winter first clear .....	...	...	...	...	4.75@4.90
Soft winter short patent .....	...	...	...	...	5.60@5.90
Soft winter straight .....	5.15@5.45	...	5.22@5.52	...	5.25@5.40
Soft winter first clear .....	...	...	...	...	4.40@4.70
Rye flour, white .....	4.60@4.70	4.80@4.90	...	4.53@4.56	...
Rye flour, dark .....	...	...	...	4.14@4.23	...





**AT IOWA BAKERS' CONVENTION**—Comparative nutritive values of various bread formulas was the subject of a panel discussion during the Iowa Bakers Assn. convention May 11-13 in Cedar Rapids, Iowa. Nutritional experts and baking industry leaders who participated in the panel are shown above. Left to right, they are: E. E. Kelley, Jr., president of the American Bakers Assn., Chicago; Charles E. Forsberg, Altstadt & Langlas Baking Co., Waterloo, president of the Iowa association; Miss Doris Ott, pediatric dietitian from the University of Iowa, Iowa City; Dr. Pearl Swanson and Dr. Ercel Sherman Eppright (at the microphone), both professors of food and nutrition from Iowa State College, Ames; Dr. W. B. Bradley, scientific director of the American Institute of Baking, Chicago, and Mrs. Ellen H. Semrow, director of consumer services of the AIB, Chicago.

## New Promotion Plan Reviewed at Iowa Bakers Assn. Meeting

By W. E. LINGREN

American Baker Editorial Staff

**CEDAR RAPIDS, IOWA**—A report on new plans for the Bakers of America Program was presented to members of the Iowa Bakers Assn. at the opening session of the group's 49th annual convention at Hotel Roosevelt here May 11-13. A review of the plans was contained in the keynote address delivered the morning of May 12 by E. E. Kelley, Jr., president of the American Bakers Assn., Chicago.

"We are now evolving a different program on the basis of our six years of experience in this work," Mr. Kelley said as he reported on decisions made at the recent meeting of the ABA governors in Washington.

Mr. Kelley told the Iowa group that the national radio program sponsored by bakers would end soon and in its place would emerge an expanded public relations program which was planned as a continuing, long-range campaign of education directed toward consumers and professional segments influencing consumer eating habits. Full-page advertisements in 24 medical publications will be used in reaching the doctors, Mr. Kelley said, and a field staff of home economists and nutritionists will be developed for appearances before women's groups.

Mr. Kelley cited the need for and the importance of a strong national association of bakers, including representation at Washington. These needs are supplied, he pointed out, by the ABA, the American Institute of Baking and the Bakers of America Program and he urged Iowa bakers to support these national industry organizations.

Serving as chairman of the session was Charles E. Forsberg, Altstadt & Langlas Baking Co., Waterloo, president of the Iowa group.

### Urges Use of Uniced Cakes

A discussion of consumer acceptance and use of bread and other bakery products was presented by Mrs. Ellen H. Semrow, director of consumer services for the American Institute of Baking, Chicago. Mrs. Semrow cited the decline in per capita consumption of bakery products and reviewed the reasons for this trend. She suggested that bakers take ad-

vantage of the trend away from home baking by supplying uniced cakes and similar baked products to which the housewife can put her finishing touches.

Pointing out the "bread is fattening" problem of the industry, Mrs. Semrow cited the need for the dissemination of nutritionally correct facts that bread can and should be included in all balanced reducing diets.

Mrs. Semrow pledged that the AIB consumer service department will continue its program of education of consumers in regard to the nutritive value of bread and bakery products and she urged the bakers to use materials made available by the AIB in their own local markets.

Following a showing of the film, "Land of Everyday Miracles," by Standard Brands, Inc., the final feature of the opening session was a panel discussion on the nutritive values of bread. Participating in the panel were Dr. Ercel Sherman Eppright and Dr. Pearl Swanson, both of Iowa State College, Ames, Iowa; Miss Doris Ott, University of Iowa, Iowa City; Dr. W. B. Bradley, scientific director of the AIB, Chicago, and Mrs. Semrow.

Dr. Eppright reported on the study of food habits of Iowa consumers, and in particular Iowa school children, which has been carried on at Iowa State College.

### Enrichment Tests Conclusive

Dr. Swanson presented charts on feeding tests with breads of different formulas using white rats. She showed the rats used in the tests to demonstrate the greater nutritive value of enriched bread as compared with unenriched bread, stressing that feeding tests show that nutritional deficiencies in early life result in lifelong deficiencies in growth. She cited the importance of a nutritionally-improved loaf of bread in the nation's dietary.

Miss Ott discussed a study of nutrition carried on at the state university and urged the addition of increased amounts of dry milk solids in bread to meet the problem of calcium deficiencies in the diet.

Dr. Bradley cited the unique position of the baking industry in being

able to increase the food value of its products in processing, but pointed out that economic factors and consumer acceptance factors affect the bakers' production and merchandising problems.

Mr. Kelley also pointed out that the bakers desire to provide the American consumer with the best loaf of bread possible, to the degree that the consumer will accept such a loaf at the time she makes her food purchases. He cited recent trends in increased use of milk solids in bread formulas, currently averaging about 4.1%, and predicted that this level would be further increased in the future.

### Retailer, Wholesaler Sessions

The afternoon session of May 12 was divided into separate sessions for retail bakers and wholesalers.

L. A. Ungles, Ungles Baking Co., Des Moines, served as chairman of the wholesale session, which heard reports on labor and management problems from James Richards, Iowa Good Roads Assn., Des Moines; Robert Burlingame, Iowa Employers Assn., Des Moines, and William S. Barnes, Des Moines (Iowa) Industries Council.

Production problems and demonstrations were the subject of the session for retail bakers. Vernon Webbeking, Webbeking Bakery, Waterloo, Iowa, served as chairman of the sweet goods demonstration on coffee cakes and sweet rolls, with Carl H. Barthel and Charles E. Riley, both of the Brolite Co., Chicago, participating as servicemen.

Walter Dolch, Morning Glory Bakery, Maquoketa, Iowa, chairmanned the demonstration on roll and cake icings and John Gates, California & Hawaiian Sugar Refining Corp., San Francisco, presented the demonstration.

Chairman of a panel on dough freezing and retarding was Norman X. Swenson, Swenson's Pastry Shop, Ottumwa, Iowa. F. J. Pratl, Armour & Co., Chicago, reviewed the use and advantages of freezing operations in a bakery's production, and Russ Obright, Bakers Weekly, Chicago, reported on a survey showing an increased use of freezers by retail bakers. In addition, a panel of bakers discussed the use of freezers in their own operations.

A pie baking and merchandising program was the feature of the final session of the convention the morning of May 13. Chairman of the panel was John Kornmayer, Kornmayer Pastry Shop, Council Bluffs, Iowa, and the demonstrator was Monroe Boston Strause of San Diego, Cal.

Feature of the opening day of the convention was the first annual golf tournament sponsored by the Iowa bakers' group. Medalist winner of

the C. F. Altstadt Memorial Trophy, donated by International Milling Co., Minneapolis, was William Bisdorf, Altstadt & Langlas Baking Co., Waterloo, who shot a 69. The trophy was presented at a buffet supper following the tournament by Jack Tod, Burlington (Iowa) Bakery, chairman of the golf committee.

### Officers Elected

Norman X. Swenson, Swenson's Pastry Shop, Ottumwa, Iowa, was elected president and secretary of the Iowa Bakers Assn. at the annual convention of the group here May 11-13. Named vice president was Walter W. Dolch, Morning Glory Bakery, Maquoketa, Iowa. Reelected treasurer was Paul Seiler, Seiler Bakery, Indianola, Iowa. Elected to serve as directors, together with the officers, were Charles E. Forsberg, Altstadt & Langlas Baking Co., Waterloo, and John Lowenberg, Lowenberg Baking Co., Ottumwa. Four district chairmen were elected: Southeast, Paul Fern, Fern's Pastry Shop, Washington; northwest, P. A. Vander Meer, Vander Meer Bakery, Le Mars; southwest, John Kornmayer, Kornmayer's Pastry Shop, Council Bluffs, and northeast, Vernon Webbeking, Webbeking Bakery, Waterloo.

### Allied Group Elects Officers

New members of the Iowa Bakers Association Allied Advisory Committee were elected at the Early Birds Breakfast sponsored by the group the morning of May 12, with A. A. Cavey, Inland Mills, Inc., Des Moines, serving as master of ceremonies. Named chairman of the allied advisory committee was Thomas F. Dusenbery, Earl E. Dusenbery Co., Des Moines; co-chairman elected was E. F. Weaver, Procter & Gamble, Des Moines. Other members elected to the committee were: Mr. Cavey; Walter J. Baeppler, Anheuser-Busch, Inc., Des Moines; H. B. Dela, General Mills, Inc., Washington, Iowa; Dean Jurgenson, Doyen Flour & Feed Co., Marshalltown, Iowa; Lee Larsen, Wesson Oil & Snowdrift Sales Co., Omaha; Clarence Miller, Standard Brands, Inc., Des Moines, and C. M. Potter, General Mills, Inc., Mason City, Iowa.

The allied trades group sponsored an informal party the evening of May 11 and a reception the evening of May 12, preceding the annual banquet, floor show and evening of dancing.

Rep. Thomas Martin, Iowa City, was the featured speaker at the May 12 luncheon.

Approximately 300 bakers and allied tradesmen were registered for the convention. The association voted to hold the 1954 convention at the Fort Des Moines Hotel in Des Moines.

—BREAD IS THE STAFF OF LIFE—

## T. R. EDGERTON JOINS RED STAR YEAST FIRM

**NEW YORK**—T. R. Edgerton has joined the Red Star Yeast & Products Co., Milwaukee, as sales representative in the special yeast products division, it has been announced by James A. Kirkman, Jr., vice president in charge of sales and advertising.

Mr. Edgerton has been employed in a sales capacity by Merck & Co., Kansas City, Mo., since 1945. From 1942 to 1945, he served in the U. S. Navy. Prior to his service in the Navy, he had been employed in the research division of the Continental Can Co.

A graduate of Kansas State College, Mr. Edgerton received his bachelor of arts degree in 1939 and a master's degree there in 1942.

## COMMUNISTS PLAY UP BAKER'S EXECUTION

**BERLIN**—The Red radio network in Communist East Germany has been emphasizing the public execution of a small bakery shop proprietor. The charges against the baker were that he disobeyed orders from the so-called People's State. While details are not available, it is surmised that the baker was probably using "ersatz" materials in his products, such as sawdust as a substitute for flour. Flour, fats and edible oils have become scarce in East Germany. The radio emphasis on the event was construed as a warning to other bakers.



**Mr. Jess B. Smith**

President of the

**Kansas Wheat Improvement Association**

Announces the

**Annual Field Day and Barbecue**

will be on the **Uhlmann Farm**, 103rd & Antioch Road  
Kansas City

**Friday, June 19**

at 1:30 P. M.

The Hon. John C. Davis, Assistant Secretary  
of Agriculture, Washington, D. C., will  
deliver the principal address

***Everyone Interested in Agriculture is Welcome***

This is your invitation  
No personal invitations will be issued

*We have arranged for the speaking program and refreshments  
in the Dairy Barn in event of rain on the farm*

## A New Type of Needed Industry Promotion—The "Loyal Loafers"

NEW YORK—Under the initial sponsorship of George N. Graf, of the Quality Bakers of America Cooperative, Inc., "self-appointed Head Loafer," a new organization is being formed to further the interests and welfare of the baking industry:

The Royal Order of Loyal Loafers. In the first few weeks of its existence, the order has received offers of support from national baking organizations, and seems to be progressing excellently toward a goal of better public relations activity in the industry.

Purpose of the organization is "To build a strong army of individuals loyal to the baking industry—interested in its growth and progress and willing to perform a limited number of unselfish active tasks or projects each year to promote public relations."

Officers will be "Head Loyal Loafer," "Assistant Loyal Loafer" and "Recording Loafer." Initial officers will be appointed by a temporary committee, then elected once a year.

Primarily the Loafers are interested in two classes of membership. Group 1: Bakery sales managers, advertising managers, public relations men who are in frequent direct contact with radio stations, newspapers, women's clubs, etc. These will constitute the active firing line of the organization. This group will be called "First Grade Loafers."

Group 2: Any and all in the baking industry, bakery managers, route supervisors, salesmen and saleswomen, allied supply company employees who can lend encouragement and support—build membership, contact and pep up; to perform any and various types of industry publicity that does not require direct organized

contact with publicity media such as radio stations, newspapers, etc. This group to be called "Auxiliary Loafers."

Requirements of membership are a simple pledge to perform at least three active acts of unselfish help to promote the welfare of the baking industry, and a report at end of year of acts performed.

Acceptable acts of membership include:

Signing up three more members in the Order of Loyal Loafers, supporting ABA's Good Breakfast Program, putting on an active promotion in ABA Picnic Program, sponsoring a High School Breakfast Plan, sending a mailing to doctors in your community, sending a mailing to teachers or dietitians in your community, contacting at least three radio station managers with prepared radio release (copy furnished to you), appearing on a radio or TV station or at a public meeting on behalf of industry (not strictly in behalf of your own business).

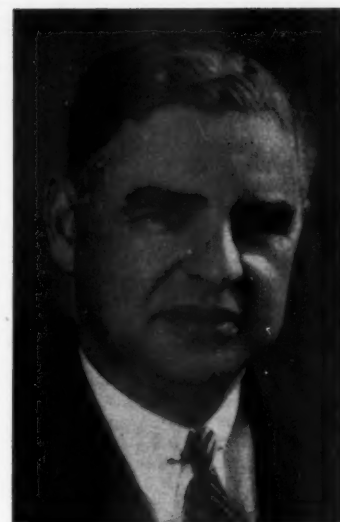
Joining any local speakers' group

pledged to make appearances for the industry. Sponsoring any newspaper, billboard or trade journal ad—strictly for the industry (not exclusively for your own business). Working jointly with other bakers on any local level to put over some joint industry promotion or publicity (not entirely for your own benefit). Promoting any high school essay or prize contest favorable to bread publicity. Contacting health officials, home economists or food editors and inducing them to use release material by ABA or AIB. Contributing to the support of the Bakers of America Program. Securing public audience for any of the favorable public relations films available to the industry. Helping organize any local or state committee for publicity or public relations for the Industry.

—BREAD IS THE STAFF OF LIFE—

### CHICAGO ADDRESS CHANGES

CHICAGO — The branch office of grocery products and general bakery flour of General Mills, Inc., Chicago, in a consolidation move, has shifted from the Daily News Bldg., at 400 W. Madison St. here, to the general Chicago office at 208 S. LaSalle St. The move was made May 18. Some of the personnel in the office are R. G. Attridge, district manager, Stephen Turner and Miss Marie Comodo.



John Garrow

### John Garrow Honored on Eve of Retirement

CHICAGO—A large group of business associates and friends of long standing attended a birthday party and testimonial dinner in honor of John Garrow, Chapman & Smith Co., Melrose Park, Ill., May 23. The occasion also marked the 42nd anniversary of Mr. Garrow's active and prominent business career and brought forth his announcement that he was retiring from business as of June 30, 1953.

For the past 14 years Mr. Garrow has been an executive officer and director of Chapman & Smith Co., a past director and president of the National Bakery Suppliers Assn., past president of the Allied Trades of the Baking Industry. He has pioneered many industry activities. He founded and was the first chairman of the allied advisory committee for the American Retail Bakers Association. He organized the Central Shippers Council, who recently honored him at a banquet for the drive and vision he employed in protecting the interests of small shippers. He has worked, acted and spoken for retailers, and is the author of a book entitled, "The Future Is Yours in the Baking Industry." During World War II, he represented bakers on the Mayor's Food Committee and received special commendation for his efforts toward food conservation.

Mr. Garrow has always had a keen interest in the youth of America, and has done much to help young men progress. He realizes how closely the baker and farmer are related, how much each depends upon the other, and how much good both groups are doing for this country. During the last year, he appeared before several Congressional committees, pleading the case of the farmer and the baker. His talk, "Is Anybody Listening?" resulted in widespread comment, and more recently his speech called "Give Us This Day" is fast becoming acknowledged as a helpful approach to many problems that beset today's retailer and farmer alike.

Mr. Garrow has, throughout his career, been an ardent disciple of point-of-purchase advertising. He was recently general program chairman of the Lake Michigan States Bakers Conference held in Milwaukee.

"The years I have spent in the baking business have been the happiest of my life," said Mr. Garrow. "No

## Biscuit and Cracker Groups Look Forward to "New Era"

By HENRY S. FRENCH  
American Baker Editorial Staff

CHICAGO — A return to realism appeared to be the keynote of the joint convention of the Biscuit & Cracker Manufacturers Assn. of America and the Independent Biscuit Manufacturers Co., Inc., at the Drake Hotel, Chicago, May 19-22. This was the 50th anniversary meeting of the B&CMA. Around 200 persons attended.

The keynote was sounded in the welcoming address of J. S. Vander Heide, Holland American Wafer Co., Holland, Mich., president of the IBMC, who said: "This year we are meeting with a sense of realism that all the problems of government have become our own. Also, all the problems of industry have become our own."

"The dreamboat has not arrived—the Utopia has not been realized, and a planned prosperity and a cradle-to-the-grave insured existence seems to have perished. We have asked for free enterprise, the abandonment of a planned economy, less government in business, and we are about to get it."

At the annual meeting of the board of directors of the IBMC, all officers were reelected. They are: Mr. Vander Heide, president; S. P. Kessler, Bremner Bros., Chicago, vice president; H. D. Percy, Malbis Baking Co., Mobile, Ala., treasurer, and H. D. Butler, New York, N. Y., secretary.

Formal sessions of the meeting began May 19. This day was devoted mainly to functions of the IBMC. Following the address of welcome by Mr. Vander Heide, two Washington speakers occupied the remainder of the morning: Stephen F. Dunn, general counsel of commerce, Department of Commerce; and Mrs. Esther Van Wagoner Tufty, news personality.

### Affiliation Lauded

The B&CMA session of the meeting was held May 22. The address of welcome was given by W. Tilghman Scott, Maryland Biscuit Co., Balti-

more, Md. Mr. Scott, observing the recent affiliation of the B&CMA with the American Bakers Assn., Chicago, told of the advantages of this move.

He called for complete cooperation of the membership with the decision to affiliate on a trial basis for one year, and also asked for inter-industry cooperation between the large and small manufacturers.

The following officers were elected to serve for the association during the year ahead: Mr. Vander Heide, president, making him president of both groups; A. P. Strietmann, United Biscuit Co., Cincinnati, vice president; Hanford Main, Sunshine Biscuits, Inc., Long Island City, N. Y., vice president; G. H. Coppers, National Biscuit Co., New York, N. Y., vice president, and Walter Dietz, secretary-treasurer, Chicago.

Other speakers on the program were: E. E. Kelley, Jr., president of the American Bakers Assn., Chicago; Harold Fiedler, secretary of the ABA; and Joseph M. Creed, counsel for the ABA and the B&CMA. These told the group how its affiliation with the ABA could be mutually beneficial.

Final speaker on the program was Mr. Vander Heide, who remarked that the B&CMA, celebrating its golden anniversary, was at the threshold of a new era with its joining the ABA.

Recalling that the biscuit and cracker industry has been a victim of faddists and of public unawareness, somewhat like the bread and bakery products industry, Mr. Vander Heide indicated that a pooling of resources should mark the beginning of a successful period in the history of the association.

A lavish program of entertainment was prepared by the allied trades group during the convention. Ladies were given a luncheon May 20 and May 21. The Monte Carlo Night was held May 21, with prizes offered and refreshments. The annual cocktail hour was held the evening of May 22, followed by the annual banquet with dinner and dancing.



**PICNIC PROFIT**—This picnic scene is on the cover of the new merchandising booklet offering bakers summertime sales ideas from Pillsbury Mills, Inc. The 16-page booklet, distributed by Pillsbury's bakery division salesmen, features the frivolous flier, shown above. The flier also features Pillsbury's profit pyramid for counter displays and price markers. The new Jr. Cake is also part of the promotion plan. Onion rolls and rye buns are suggested during Picnic Month (July) and Sandwich Month (August). The booklet includes complete production instructions for the items, as well as for 24 such food ideas as cherry angel food cake, ice box cookies and many others.



other business is as fine, and there is no limit to its future. The industry has been very good to me. I am deeply and humbly grateful for the honors it has brought me, and I feel that I can never do enough for this wonderful business and for the truly fine men and women who go to make it up. My fondest hope and desire is that this industry go on to even greater heights, and that it be peopled by the same type of intelligent, devoted, high-minded Americans who have done and are doing such a splendid job today. If that comes about, and I certainly see no reason why it should not, then we can say with assurance that the best is yet to be!"

## CONVENTION CALENDAR

June 6-9 — New England Bakers Assn., Wentworth-by-the-Sea, Portsmouth, N.H.; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

June 13-15 — Pennsylvania Bakers Assn. mid-year convention, Bedford Springs Hotel, Bedford Springs, Pa.; sec., Theo. Staab, 5700 N. Broad St., Philadelphia 41, Pa.

June 13-15 — The Bakers Association of the Carolinas; Ocean Forest Hotel, Myrtle Beach, S.C.; sec., Mrs. Louise Skillman, Myrtle Apts. No. 4, Charlotte 3, N.C.

June 22-24 — Potomac States Bakers Assn.; the Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Gary, 16 McClellan Place, Baltimore, Md.

July 26-28 — The West Virginia Bakers Association; Greenbrier Hotel, White Sulphur Springs, W. Va.; Sec., Edward R. Johnson, 611 Pennsylvania Avenue, Charleston, W. Va.

Sept. 13-15 — Southern Bakers Retail and Wholesale Production Conference, Biltmore Hotel, Atlanta, Ga.; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3, Ga.

Oct. 2-3 — Virginia Bakers Council fall meeting, Natural Bridge Hotel, Natural Bridge, Va.; Sec., Harold K. Wilder, 804 Life Insurance Co. of Va., Bldg., Richmond 19, Va.

Oct. 5-6 — Allied Trades of the Baking Industry of Northern California Bakers' Institute, Sir Francis Drake Hotel, San Francisco; sec., E. B. Glicker, Room 912, 260 California St., San Francisco 11, Cal.

Oct. 24-25 — American Bakers Assn., Hotel Sherman, Chicago; Sec., Harold F. Fiedler, 20 N. Wacker Drive, Chicago 6, Ill.

Nov. 2 — Connecticut Bakers Assn., Hotel Elton, Waterbury, Conn.; sec., Charles Barr, 584 Campbell Ave., West Haven 16, Conn.

Nov. 15-17 — New England Bakers Assn.; Hotel Statler, Boston; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

1954

March 14-17 — Associated Retail Bakers of America, Netherland Plaza Hotel, Cincinnati, Ohio; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago.

May 23-27 — American Association of Cereal Chemists, Hotel Cosmopolitan, Denver, Colo.; sec., C. L. Brooke, Merck & Co., Inc., Rahway, N.J.

## N. Y. Retailers

(Continued from page 67)

promotion tie-ins in the city or community.

The appeal for a stronger group through increased membership in ARBA was also voiced by Charles Schupp, Schupp's Pastry Shop, Washington, D.C., third vice president of ARBA, who called for an active drive by members to get fellow bakers into the association.

"Every baker actually benefits, and



**PROMOTION AIDS**—Two of the several promotional aids made available to the baking industry by Chapman & Smith Co., Melrose Park, Ill., during its 75th Jubilee Year are shown above. At the left is a poster for coffee cake, intended for counter, window or door display, and at the right is a point-of-sale promotion capitalizing on recent extensive breakfast promotions. Another, for Father's Day, features the Chapman & Smith Canasta Fudge Cake because fathers prefer dark cake 10 to 1, the company states.

it is up to his conscience to enroll and pay dues," he declared.

In conclusion, he reviewed the aids in production, merchandising, selling and management offered through the association.

The third ARBA representative, B. L. Schmitzer, display and merchandising counsellor, Pittsburgh, offered a remarkable demonstration of the use of crepe paper, corrugated display paper, flowers, foil and styrofoam in modern bakery displays.

A further note on sales promotion was offered by Fritz Schmidt, president of Queens Master Bakers

Assn., who noted the success of a radio program in the area pointing out how it had increased sales and spurred association interest.

Two panel sessions were offered on the program the second day, with the first covering the over-all subject of costs and the necessity of a good cost accounting system, and the second devoted to merchandising.

The costs panel featured L. Carroll Cole, Cole Bakeries, Inc., Muskegon, Mich., as principal speaker and moderator with the following on the panel: Ransom Hall, Kenmore, N.Y.; Peter J. Braida, New York, secretary of the group, and Paul Miklusak, Bronx.

The second panel session on merchandising featured Arthur Pile, Hough's Home Bakery, Cleveland, as lead-off speaker and moderator, with comments and answers to questions from the floor by William Schonleber, Rochester, and John Benkert, Great Neck, N.Y.

The session was called to order by Charles Schutz, president of the Buffalo Retail Bakers Assn., with Charles Vogel, Utica, acting as chairman.

Social highlight of the convention was the annual banquet staged in the grand ballroom of the Hotel Statler, where the convention was held.

All of the convention registrants were guests of Henry & Henry, Inc., Buffalo, for a buffet dinner and tour of the plant the evening of June 1 prior to a bus ride to Niagara Falls.

The convention offered an exhibit outside the meeting room featuring materials, ingredients and supplies of 26 exhibitors.

Charles Vogel, Vogel's Bakery, Utica, was elected president of the association at a business meeting concluding the convention. He succeeds Henry Hoer, Hoer's Bakery, Bronx.

Other officers elected at the meeting are: Walter G. Bauer, Bauer's Famous Bakery, Brooklyn, first vice president; Robert Johnson, Johnson's Bakery, Rochester, second vice president; Paul Miklusak, Royal Bakery, Bronx, third vice president, and Karl Stock, Stock's Bakery, Brooklyn, re-elected treasurer. Peter Braida, New York, is secretary of the association.



C. Everett Casto



Edward A. McLaughlin



Lee T. Melly

**WARD BAKING CHANGES**—Faris R. Russell, chairman of the board of Ward Baking Company, New York, has announced the resignation of C. Everett Casto as president. Mr. Casto will continue as a member of the board of directors and as a consultant to the company. Mr. Russell stated, following a meeting of the board of directors. Mr. Casto, a native of Rockport, W. Va., was graduated from West Virginia University in 1905, and has been active in the baking industry for over 40 years. He was elected a vice president of Ward Baking in 1941, and became president in 1945. Edward A. McLaughlin, vice president in charge of marketing, was elected president to succeed Mr. Casto. Mr. McLaughlin joined Ward Baking

Co. in 1917, as a salesman. After several years in New York and Bridgeport, Conn., he became manager of the Philadelphia plant in 1927 and in 1930 was made manager of the Brooklyn, N. Y., plant. In 1934, he was made northeastern district manager, and in 1937 was appointed general sales manager. He was elected vice president and a director of the company in 1945. Lee T. Melly, vice president and treasurer of Ward, was elected vice chairman of the board, and will continue as treasurer. Mr. Russell said. Mr. Melly was engaged in the investment banking business in New York prior to joining Ward Baking Co. as financial officer some 12 years ago. He became vice president and treasurer in 1943, and a director last year.



## WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

### MACHINERY FOR SALE

FOR SALE—TWO LABORATORY NATIONAL reel ovens. Electric. Doty Technical Laboratories, 8 West 9th St., Kansas City, Mo.

COMPLETE PNEUMATIC PACKAGING line now operating, excellent condition, including carton sealer, carton feeder, top sealer, dryer, tight wrap and circle weigher. For further particulars contact C. T. Kneale, Standard Milling Co., 1009 Central, Kansas City, Mo., Telephone BA 8200.

### MACHINERY WANTED

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, Box 574, Jefferson City, Mo.

### BUSINESS OPPORTUNITIES

MODERN BAKERY—GROWING SUMMER resort business. Reason for selling—I want to retire. Box U, Land O'Lakes, Wis.

FOR SALE—ONE OF NEW ORLEANS better retail bakeries. Excellent downtown location on main thoroughfare; beautifully air-conditioned shop and living quarters. Bakery and equipment in very good condition; doing very good business. Retail and some wholesale. W. Rumpf, 2113 N. Claiborne Ave., New Orleans, La.

### CELLOPHANE BAGS

Plain or printed. Stock design with name imprinted. Also Polythene, Floulin and Combination Bags. Samples and prices on request. We specialize in bakers' needs. Excelsior Trans. Bag Mfg. Co., 4061 White Plains Ave., Bronx 66, N. Y. Olinville 4-5999.

## Midwest Meeting

(Continued from page 62)

December, 1952, the swing plan showed sales gains of 2%, while the drop out had a sales loss of 3%. In sales, the swing plan showed a gain of 30% in sales, while the drop out recorded a 40% increase in the same period. In payroll costs, the swing plan was up 20% in this period, while drop out payroll costs were up 14%. And when it came to net profits, the swing plan showed a decline of 2% and the drop out a gain of 2%.

Over-all truck costs are about the same in either plan, Mr. League reported. The weekly cost per truck declines on the drop out system somewhere between 8 and 12% depending on conditions, but it is generally necessary to increase the number of routes to some extent for the short work week.

Mr. League reported that in some markets all bakers adopted the same system and so did the chain store bakeries. In other markets both systems existed. He said that the drop out day on bread was Wednesday generally. On cake, it is Saturday

some places and Thursday in others.

As a closing feature on the afternoon session, there was a round-table discussion of various production problems, with Glenn Hargrave, Panipus Co., serving as chairman. Mr. Hargrave made the point that there are three principal problems of variability in baking centered around flour, malt and milk. Uniformity simply does not exist in these three ingredients, but the least degree of variability that it is possible to attain is of major importance to bakers who these days have so many problems of operation and management that they cannot devote as much time as they used to give to changing their production processes to meet ingredients and conditions as they come.

The morning session began with a demonstration of icings and toppings by Robert Lowe of Lowe-Hicks Co., and A. J. Matthews of Mrs. Tucker's Foods. Many ways of using the toppings and icings were shown.

Lloyd Fisher of the Waxide Paper Co., and two associates from the production departments of the company, discussed wrapping and packaging. They showed the improvements that have been made over the years in waxed paper wrappers and demonstrated methods of color printing. They showed survey results indicating the appeal of various colors to bread buyers, and demonstrated how bakers can achieve stand-out identification for their products on the grocery shelf.

### Personnel Training

An interesting feature of the program was a demonstration of personnel training as applied by the Continental Baking Co. in some of its programs. Eben Porch of the Continental firm, played a series of training records in which certain situations in bakery production were described. The audience was given an answer form on which they could mark their method of handling the problems. Then the correct answers were given and all could see where they succeeded or failed.

It was announced that the next meeting of the Kansas City Bakers Club will be held June 29. This will take place at the Saddle & Sirloin Club, Kansas City. The morning session will be devoted to a discussion of bakery sanitation problems and of sugars and sugar handling. Following luncheon at the club, there will be a golf tournament at Bel Aire Country Club.

—BREAD IS THE STAFF OF LIFE—

## COUMARIN REMOVED FROM SALE AS FLAVOR AGENT

WASHINGTON — The Food & Drug Administration of the U.S. Department of Health, Education, and Welfare announced recently that it has been informed by producers of coumarin that they are voluntarily withdrawing this flavoring agent from sale for all uses in foods.

Recent pharmacological research has raised a question of the safety of coumarin, particularly in view of the increasing use of this material.

Withholding coumarin is regarded as a precaution in the interest of public safety even though neither the industry nor the Food & Drug Administration knows of any case of human illness traceable to the flavoring agent. The Food & Drug Administration commended the members of the chemical industry for their action in the public interest.

## Chemists Defer Action on Flour Specifications for More Study

BUFFALO—Any formal action leading to a revision of current specifications for flour will be delayed for at least a year by the American Association of Cereal Chemists pending a study of the discussions presented at the AACC Flour Workshop held in Chicago last December.

Rufus A. Barackman, Victor Chemical Works, Chicago, president of the AACC, announced the appointment of a committee to review the transcripts of discussions at the Workshop. The committee, he said, will consider the views and recommendations of the cereal chemists who took part in the discussions at the Chicago meeting and will then make its recommendations to the AACC executive committee.

Mr. Barackman explained that the executive committee then will prepare an agenda for consideration for the organization's 1954 national meeting. The committee to consider the flour specifications subject is headed by George Garnatz, Kroger Food Foundation, Cincinnati. He organized and directed the Flour Workshop. Other members are Dr. Betty Sullivan, Russell-Miller Milling Co., Minneapolis; John S. Whinery, Rodney Milling Co., Kansas City; Fred M. Schmalz, King Midas Flour Mills, Minneapolis; Dr. W. H. Cathcart, Great Atlantic & Pacific Tea Co., New York; and Gaston Dalby, Ward Baking Co., New York. Mr. Garnatz said that one additional member will be named to the committee.

The committee will, in its report to the executive body of AACC,



C. L. Brooke

AACC OFFICIAL — C. L. Brooke, manager of the bakery service division of Merck & Co., Inc., Rahway, N.J., was elected secretary of the American Association of Cereal Chemists in a pre-convention mail ballot. His election was announced at the organization's annual meeting held at Hotel Statler, Buffalo, on May 24-28.

recommend certain revisions in the specifications for flour as developed by the Workshop, and probably will recommend consideration of factors which were not discussed at the Chicago conference.

The 1954 meeting of the association has been scheduled for May 23-27 and will be held at Hotel Cosmopolitan, Denver, Colo.

Charles A. Glabau, chairman of the publicity committee, reported to the members that he had discussed the AACC public relations problem with two or three public relations counsels and that those men had made some definite recommendations regarding a revamping of the association's public relations policies. He said his report would be resolved at a later time.

—BREAD IS THE STAFF OF LIFE—

## INTERSTATE CREATES NEW POSITION FOR D. N. LEAGUE

KANSAS CITY—R. L. Nafziger, president, Interstate Bakeries Corp., has announced the promotion of Daniel N. League from director of cost control to chief economist. The position of chief economist has been created to cover a wider area of company policy and operations.

Mr. League joined Interstate in 1945 as a cost analyst. He became manager of the cost control department in 1947, and director of cost control in 1950. He was chief economist in business administration at Kansas State College, is a graduate of the General Electric Co. Business Training School and the Harvard University School of Business.

In addition to directing the cost control departments in the eastern, western and cake divisions, Mr. League will develop analyses and studies of corporate matters, organization problems and other top level material. His headquarters will be at the new general offices of the company in Kansas City.



Charles F. Steiger

## C. F. STEIGER, PETERSEN OVEN OFFICIAL, DIES

CHICAGO—Charles F. Steiger, assistant sales manager of the Petersen Oven Co., Chicago, died May 21 of a heart condition. He was 42 years old.

Before joining the Petersen company, Mr. Steiger had been employed as an engineer for 15 years by the Kroger Co., Cincinnati, and was chief engineer for the J. H. Day Co., Inc., Cincinnati.

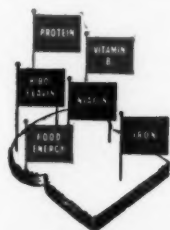
He was a graduate of the University of Cincinnati college of engineering and was a member of the Society of Bakery Engineers.

Surviving are his widow, Irma, a son, James, and a daughter, Janet.

If it's **I-H** milled - it's "good" Flour!



MILLS AT TOPEKA, KANSAS—8,000 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.

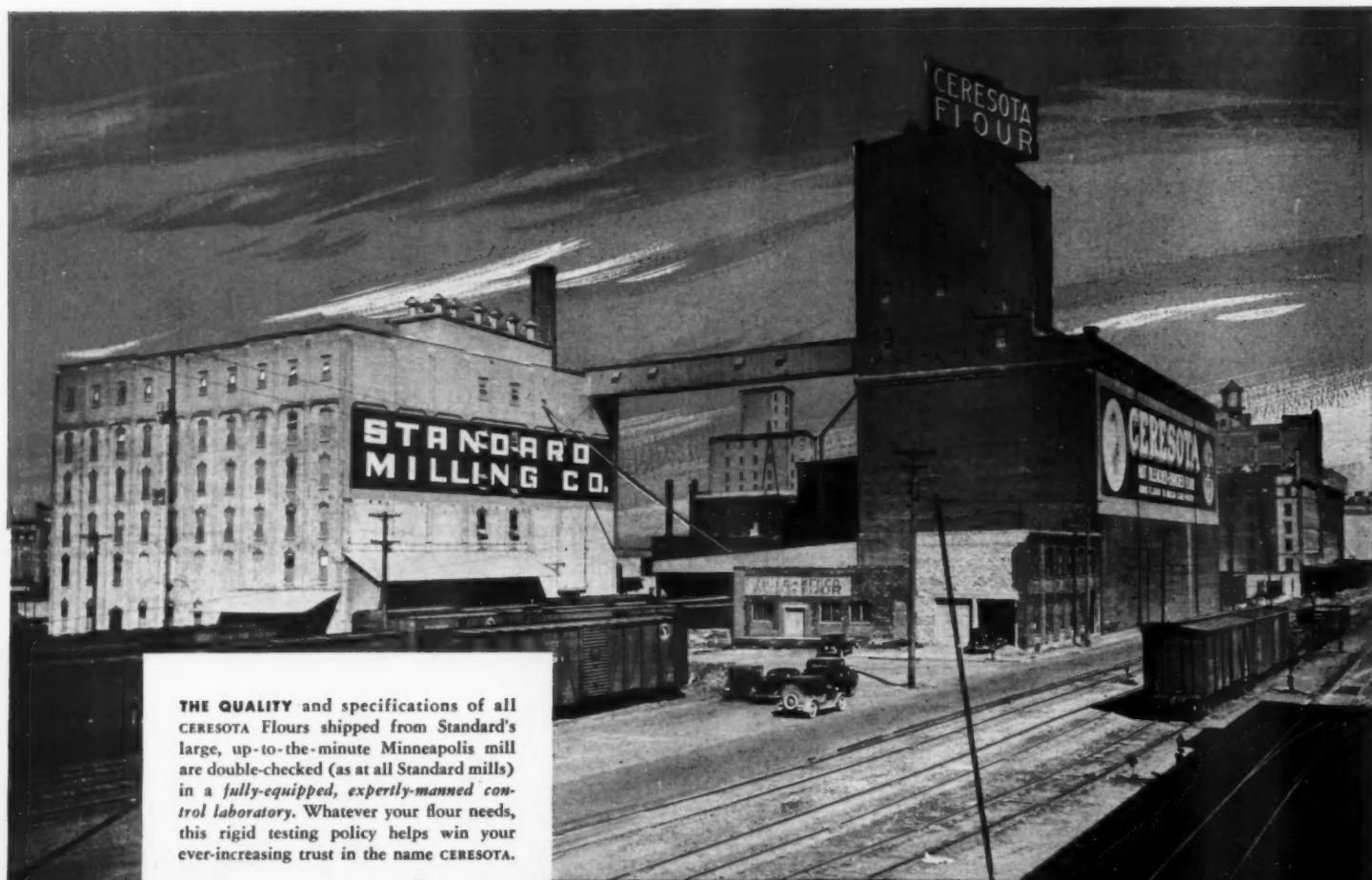


BREAD—Your Best and  
Cheapest Food

There is no doubt that a skillful baker can make bread out of any kind of flour. But why should he bother with just any flour when he can have the uniform fine baking performance of I-H flours all the time. I-H flours are trouble savers and economical to handle in the shop, too.

THE ISMERT-HINCKE MILLING COMPANY  
1570 W. 29th Street KANSAS CITY, MO. L. D. 243 L. D. 27





ANOTHER REASON WHY **Standard can deliver  
the flour you want!**



At every step of Standard service—wheat buying, storage, milling, testing, sales—we make this our key thought: Our aim is not simply to "sell flour," but to deliver the flour that *you* want each time you order it.



**STANDARD MILLING COMPANY**

GENERAL OFFICES: KANSAS CITY, MO.





# M-L-O

## FORMULA

ingredient used in such a way that it is not only a true of ingredients which are used in small amounts, but whose contribution to quality during make-up and in the finished merchandise is extremely important.

## A BALANCED FORMULA REQUIRES BALANCED INGREDIENTS!

To produce bread and rolls of fine quality day after day, every ingredient used should be uniform. This is particularly true of ingredients which are used in small amounts, but whose contribution to quality during make-up and in the finished merchandise is extremely important.

M-L-O, the controlled enzyme supplement, is such an ingredient. A small amount not only improves dough handling characteristics, but also improves the grain, texture, symmetry and softness of the final product.

Where so much depends upon so little—uniformity and stability play a major role. Be sure of both—use M-L-O.

mail today

THE  
*Panipulus*  
COMPANY

• 742 Board of Trade Building  
Kansas City, Missouri  
• 73 Simcoe Street  
Toronto, Canada

FIRM NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY and STATE \_\_\_\_\_

# HELPS YOUR SALESMEN MAKE THEIR CALLS

THE AMERICAN BAKER, published monthly, blankets the top 20% of the baking industry which buys 80% of the equipment, ingredients and supplies. Its circulation provides monthly personal sales calls in the 3¾ billion dollar baking industry, and furnishes contact with the people who directly or indirectly control the buying.

With its selective paid circulation THE AMERICAN BAKER concentrates on the large retail bakers and wholesalers, covering 80% of the baking industry buying power. It contains a wealth of special news columns and informative articles which arouse interest in your product or service.

Continued preference for THE AMERICAN BAKER is evidenced by a high renewal subscription rate. These features provide advertisers consistently strong readership and help create preference for your product. Here's a ready-made audience of buying power receptive to your advertising message.



## These Features Insure Reader Interest:

Flour Market Review — written by trained market analysts, gives vital information for flour purchases, nerve center for bakery profits. Washington News — The American Baker maintains its own Washington Bureau interpreting the latest news from the Capital. Tested Formulas — its technical editor brings expert advice on the baker's problems. News Spotlight — monthly baking news in a brief one-package presentation. Successful Selling — and other merchandising articles promote profitable selling methods. Tell the Baker YOUR Facts Where He Gets HIS Trade Facts.

### THE MILLER PUBLISHING CO.

The Businesspaper Family Serving  
the Related Fields of

Flour, Feed, Grain and Baking

THE NORTHWESTERN MILLER • FEEDSTUFFS  
THE AMERICAN BAKER • MILLING PRODUCTION

## The American Baker

118 SOUTH SIXTH STREET, MINNEAPOLIS 2, MINN.

NEW YORK CHICAGO KANSAS CITY TORONTO

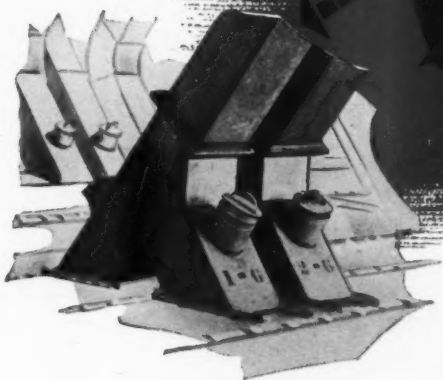


### CONTROL LIGHTS FLASH...

As the Chief Controller sets the master control board, push-button nerve center of Valier's 54,000 cwt. bulk flour storage bin system...

### GEARS MESH...

To turn feeder screw conveyors bringing flour down and out of the huge storage bins into the transverse conveyors...

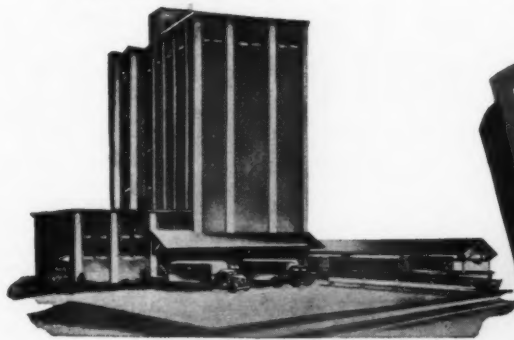


### CONVEYORS TURN...

Carrying a steady flow of flour to re-bolt sifters supplying the battery of eight high-speed packers...

And so begins the journey of flour from Valier's bulk storage bins to final destination in your warehouse. Packing and loading the equivalent of a 600-sack car every 13 minutes, these are but a few of the efficient flour handling devices built into Valier's new installation... built to provide you Bakery Flour Service... unsurpassed anywhere!

Bulk flour storage bins, high-speed packing, automatic loading facilities, laboratory with experimental mill and pilot bakery, and general offices are housed in this new building.





## ANSWERS TO "DO YOU KNOW?"

Questions on Page 52

1. **False.** A pound of salted butter is composed of about 13 to 13½ oz. butterfat, 2 to 2½ oz. moisture and milk solids and ½ oz. salt. If the butter contained 1 oz of salt it would have an extremely salty taste.

2. **True.** It is figured that 1 lb. potato flour and 4 lb. water is equivalent to 5 lb. fresh potatoes.

3. **False.** Milk sugar is figured at about 16% as sweet as sucrose. It is non-fermentable and therefore cannot be used to furnish food for yeast. It does however possess very good caramelization value when used in combination with milk. Nonfat milk solids contain about 50% lactose.

4. **False.** This will not occur if the starch is first cooked with part of the milk. It should then be cooled before being added to the custard mixture. Cornstarch is used sometimes to

replace part of the eggs, which act as the thickening agent in the filling.

5. **True.** A straight flour contains approximately .52% ash and a short patent flour about .42%.

6. **True.** According to the federal definition of white bread, it is not permissible to use more than 3% of the weight of the flour in the form of other cereals in the manufacture of white bread.

7. **False.** No change in the fermentation is necessary.

8. **False.** The boiling point on the Reaumur scale is 80° above the freezing point of zero.

9. **False.** The modern type formula calls for not more than 12 oz. cake flour per quart of egg whites. With care, when a high grade of cake flour is used, 11 oz. may be sufficient. Too much flour in the formula will produce a tough eating cake.

10. **True.** When buttermilk is used in a bread dough, the fermentation time is shortened owing to the greater amount of lactic acid which it contains.

11. **False.** The crust color will be somewhat darker when soya flour is



**NEBRASKA REGIONAL**—Merchandising and sweet goods production took the spotlight at the recent regional meeting of the Nebraska Bakers Assn., held at the Sunshine Bakery, Columbus. Taking part in the program were (above) Vernon R. Stiles and Charles E. Riley, the Brolite Co., Chicago; Richard L. Brown, Pillsbury Mills, Inc., Kansas City, and Edward Wendelin, Wendelin Baking Co., Lincoln, president of the association.

**"Diamond D"** A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.  
**Sheridan Flouring Mills, Incorporated**  
SHERIDAN, WYOMING

**107 YEARS OF MILLING EXPERIENCE  
PLUS MODERN LABORATORY CONTROL  
ASSURES THE BAKER EXCELLENT RESULTS WITH:**



HUMMER—Spring Hi-Gluten  
LIBERTY—Short Spring Patent  
BEST PATENT—Standard Spring Patent  
SPECIAL—Extra Strong Spring Patent  
STRONG BAKERS—First Spring Clear  
CAKE and PASTRY FLOURS  
RYE—White - Medium - Dark

**GEORGE URBAN MILLING CO. BUFFALO, N. Y.**

used in the dough. Too much soya flour will produce a tough crust.

12. **True.** This refers to the meat of the whole eggs. The shell constitutes about 11% of the whole egg.

13. **False.** "Dutching" cocoa has little effect on cocoa flavor. However, the cocoa will have a darker color when this process is used.

14. **True.** The addition of cream of tartar seems to have strengthening effects on the cell structure of the cake. It is our experience that pure cream of tartar produces the best results in overcoming this difficulty.

15. **False.** When the single stage mixing method is used in making cakes generally the leavening content is increased slightly in order to obtain the desired volume in the baked cake.

16. **False.** It is impossible to make

good sponge cakes using powdered eggs. The drying process evidently hurts the beating quality of the eggs.

17. **True.** Dextrose is figured as 75% sweet as compared with sucrose.

18. **False.** Whole wheat bread must be made with 100% whole wheat flour according to the U.S. Department of Agriculture definition.

19. **False.** Simple syrup is made by bringing to a boil 2 lb. of sugar and 1 lb. of water. It is usually used in the bakery to thin down icings.

20. **False.** The 12 oz. of baking powder should be replaced by 6 oz. of cream of tartar and 3 oz. of soda to produce about the same results. The other 3 oz. may be either starch or flour which is used in baking powder as a filler in order to reduce the tendency for these ingredients to become lumpy.

—BREAD IS THE STAFF OF LIFE—

## PITTSBURGH CLUB TOLD STORY OF SHORTENING

**PITTSBURGH**—The Greater Pittsburgh Production Men's Club met at the Hotel Sheraton for an evening dinner meeting with James Azzara, Rhea Bakery, presiding. New members introduced were: Robert Fleming, Fleming Bakery, Washington; Donald Wohlfarth, Phil Wohlfarth Bakery, and Frank Stencil, John T. Sherry Corp.

Ralph B. Morris, Fleischmann Division, Standard Brands, Inc., spoke on the "Manufacture and Use of Shortenings." Mr. Morris was introduced by William Baker, Standard Brands, program chairman.

Mr. Morris traced the history of shortenings from 1870 to 1953 and stated that "the outstanding event in the history of shortenings was the day they became hydrogenated."

R. F. Dunkelberger, Bergman Bakery, Millvale, was extended congratulations by the club on his election as a director of the Associated Retail Bakers of America at the recent St. Louis convention of this organization.

—BREAD IS THE STAFF OF LIFE—

## CHICAGO AGENCY MOVES

**CHICAGO**—The advertising agency of Saunders, Shrout & Associates, Inc., has moved to new headquarters at 333 North Michigan Ave., Chicago 1, the firm has announced.

# STOCK

Millers of  
PIE MAKER

A BIG NAME IN FLOURS FOR OVER 90 YEARS

A fine quality special type flour designed to give YOU:

### Tender Flaky Pie Crusts

Pie Maker, a flour carefully milled from the finest Low Viscosity, Low Protein Michigan soft white wheat will give you real shortening savings. Produced under rigid laboratory control in one of America's most modern mills—you are assured of dependable, uniform results when you use Pie Maker Flour.

Famous for Flours  
Milled from  
MICHIGAN  
SOFT WHITE  
WHEAT



**F. W. STOCK & SONS, INC.**

Established 1862  
HILLSDALE, MICHIGAN  
NEW YORK • BOSTON




## from golden waves of grain

Only the finest high protein, hard spring wheats are used in the milling of King Midas Flour. And at every step in the milling process, emphasis is on quality.

That's why King Midas helps bakers to consistently produce higher quality products.



# KING MIDAS FLOUR

A PRODUCT OF KING MIDAS FLOUR MILLS  MINNEAPOLIS, MINNESOTA



## Canadian Per Capita Bread Consumption on Upswing Again

WINNIPEG—Canadians consumed a record 1,419,249,722 lb. bread or 101.3 lb. per capita in 1951 compared with 1,382,681,193 lb. or 100.8 lb. per capita in 1950, according to reports issued by the Dominion Bureau of Statistics. The half-pound jump in per capita consumption followed a one fifth of a pound increase in 1950 and was the second break in the progressive decline from peak consumption in 1946 of 111.9 lb. per capita.

Bread consumed in 1951 was valued at \$149,481,587 compared to \$130,882,635 in the previous year with the average factory selling price higher in all provinces. The national average rose 1¢ lb. to 10.5 from 9.5¢ lb., the eighth successive increase from the 1943 average of 5.5¢ lb.

The industry's total production of bread and other bakery products in 1951 was valued at \$245,288,370, up 14.3% from \$214,586,981. Among the principal products the value of pies, cakes and pastries was up to \$60,663,426 from \$49,437,864; plain rolls and buns to \$10,804,687 from \$8,542,652; doughnuts to \$8,111,796 from \$7,837,864. The value of fruit buns and yeast-raised sweet goods was down to \$12,114,534 from \$14,149,894. Over 56% of the production came from 92 plants with annual production values of \$500,000 and over, while 45% of the total was accounted for by 52 plants with annual outputs valued at \$1 million or more.

Wholesale sales to establishments such as restaurants and institutions accounted for 57.1% against 53.9% in 1950; house-to-house sales for 24.4 against 28.6% and sales through their own stores for 18.5 as against 17.5%.

—BREAD IS THE STAFF OF LIFE—

### ADDRESS BAKING INSTITUTE

MINNEAPOLIS — Ray H. Gohde, bakery service department, Red Star Yeast & Products Co., Minneapolis, discussed "Dried Yeast" at a recent gathering of students of Dunwoody Baking School, Minneapolis. Also speaking were M. J. Swanson, district manager for Red Star; William Duerr, vice president of the Associated Bakers of St. Paul; M. P. Ferguson, president of the Associated Bakers of Minneapolis, and L. E. Johnson, assistant district manager of Red Star.

—BREAD IS THE STAFF OF LIFE—

### BLODGETT APPOINTMENT

BURLINGTON, VT.—The G. S. Blodgett Co., Inc., Burlington, Vt., has announced the appointment of Alan D. Neustadt as sales representative for Ohio, Michigan, western Pennsylvania, West Virginia and northern Kentucky. He will make his headquarters in the Cleveland area.

### H. J. GREENBANK & COMPANY FLOUR

PRODUCE EXCHANGE NEW YORK, N. Y.

### COHEN E. WILLIAMS & SONS Nashville, Tenn.

### FLOUR BROKERS

PHONE L. B. 11 CABLE ADDRESS: GOWE

FOR WANT-AD RESULTS:  
The American Baker

# INDEX OF ADVERTISERS

Abilene Flour Mills Co. ....	38	Globe Milling Co. ....	38	Norton, Willis, Co. ....	64
Acme-Evans Co. ....	42	Gooch Milling & Elevator Co. ....	1	Novadel-Agens Corp. ....	Cover 3
Acme Flour Mills Co. ....	42	Green's Milling Co. ....	64		
Amendt Milling Co. ....	42	Greenbank, H. J., & Co. ....	80	Oklahoma Flour Mills ....	42
American Flours, Inc. ....	42			Page, Thomas, Milling Co. ....	75
Ames Harris Neville Co. ....	42	Habel, Armbruster & Larsen Co. ....	80	Panplus Company ....	75
Anheuser-Busch, Inc. ....	40, 41	Hammond Bag & Paper Co. ....	38	Penn. William, Flour Co. ....	80
Arnold Milling Co. ....	38	Heide, Henry, Inc. ....	34	Pillsbury Mills, Inc. ....	31
Atkinson Milling Co. ....	35	Hoffmann-La Roche, Inc. ....	47	Pineapple Growers Assn. ....	50
Atlantic Towers Hotel. ....		Hubbard Milling Co. ....	44	Preston-Shaffer Milling Co. ....	
		Hunter Milling Co. ....			
Bay State Milling Co. ....	50			Quaker Oats Co. ....	55
Beardtown Mills ....	30	Imbs, J. F., Mfg. Co. ....	2		
Bemis Bro. Bag Co. ....	4	International Milling Co. ....	Cover 2	Red Star Yeast & Products Co. ....	45
Blair Milling Co. ....	30	Imert-Hincke Milling Co. ....	73	Red Wing Milling Co. ....	46
Blake, J. H. ....				Reilly, John F. ....	46
Blodgett, Frank H., Inc. ....	30	Jaeger, Frank, Milling Co. ....	30	Riegel Paper Corp. ....	57
Borden Co. ....		Jennison, W. J., Co. ....	38	Robinson Milling Co. ....	
Brey & Sharpless ....		Jewell, L. R., & Son ....	80	Rodney Milling Co. ....	36
Brolite Co. ....	32	Johnson-Herbert & Co. ....		Runciman Milling Co. ....	64
Brown's Hungarian Corp. ....	30			Russell-Miller Milling Co. ....	43
Buhler Mill & Elevator Co. ....	46			Russell Milling Co. ....	64
Burrus Mills, Inc. ....	48				
Bush, Leon ....		Kansas Flour Mills Company ....	7	Schultz, Baujan & Co. ....	30
		Kansas Milling Co. ....	39	Sheridan Flouring Mills, Inc. ....	78
Cahokia Flour Co. ....	30	Kelly-Erickson Co. ....	80	Short, J. R., Milling Co. ....	26
Centennial Flouring Mills Co. ....	30	Kelly, William, Milling Co. ....	5	Smith, J. Allen, & Co., Inc. ....	30
Chase Bag Co. ....	27	Kent, Percy, Bag Co., Inc. ....	42	Springfield Milling Corp. ....	46
Coleman, David, Inc. ....	80	Kimberly Hotel ....	42	Standard Brands, Inc. ....	
Colorado Milling & Elevator Co. ....	33	King Midas Flour Mills. ....	64	Standard Milling Co. ....	74
Commander-Larabee Milling Co. ....	5	King Milling Co. ....	64	Star of the West Milling Co. ....	46
Consolidated Flour Mills Co. ....	38	Kiwi Coders Corp. ....	46	Starwin Chemicals Inc. ....	49
Crete Mills, The ....	64	Knighton, Samuel, & Sons, Inc. ....	80	Stock, F. W., & Sons, Inc. ....	78
Crockston Milling Co. ....		Koerner, John E., & Co. ....	80	Strick, S. R., Co. ....	80
				Sugar Information, Inc. ....	37
Dairymen's League Coop. Assn., Inc. ....	2	La Grange Mills ....	50		
De Lisser, Andrew ....	80	Lexington Mill & Elevator Co. ....	54	Tennant & Hoyt Co. ....	2
De Stefano, Ulysses ....	80	Lyon & Greenleaf Co., Inc. ....	30	The Northwestern Miller ....	56, 64, 76
Dixie-Portland Flour Co. ....		Lysie, J. C., Milling Co. ....	64	Thompson Flour Products, Inc. ....	80
Doughnut Corporation of America. ....	54			Tri State Milling Co. ....	46
Dow Chemical Co. ....		Meining, H. C., & Co. ....			
Duluth Universal Milling Co. ....	42	Mennel Milling Co. ....	30	Union Bag & Paper Corp. ....	29
Duncan, Wm. C., & Co., Inc. ....	80	Merck & Co., Inc. ....	80	Union Steel Products ....	53
Dunwoody Industrial Institute ....	42	Midland Flour Milling Co. ....	51	Urban, George, Milling Co. ....	78
		Miner-Hillard Milling Co. ....	38		
Eagle Roller Mill Co. ....	17	Mitchell, E. P., Co. ....	30	Valier & Spies Milling Co. ....	77
Eckhart, B. A., Milling Co. ....	23	Montana Flour Mills Co. ....	24	Voigt Milling Co. ....	
Evans Milling Co. ....	64	Montgomery Co. ....			
		Moore-Lowry Flour Mills Co. ....	38	Wallace & Tiernan Co., Inc. ....	Cover 3
Fisher-Fallgatter Milling Co. ....	64	Morris, Cliff H., & Co. ....	80	Wall-Rogalsky Milling Co. ....	64
Fisher Flouring Mills Co. ....	2	Morrison Milling Co. ....	42	Watson Higgins Milling Co. ....	80
Flour, Inc. ....	64	Morten Milling Co. ....	28	Weber Flour Mills Co. ....	48
Ft. Morgan Mills ....	64	Myers, J. Ross, & Son ....		Western Star Mill Co. ....	30
Franco, Francis M. ....				White & Co. ....	80
Fulton Bag & Cotton Mills. ....	25	Nappanee Milling Co. ....	54	Whitewater Flour Mills Co. ....	42
		National Cotton Council ....	52	Wichita Flour Mills Co. ....	64
Gallatin Valley Milling Co. ....		National Yeast Corp. ....	54	Williams Bros. Co. ....	38
Garland Mills, Inc. ....		Nebraska Consolidated Mills Co. ....	30	Williams, Cohen E., & Sons. ....	80
General Mills, Inc. ....	Cover 4	New Century Co. ....			
		New Era Milling Co. ....	6		

**ULYSSES DeSTEFANO**  
Mill Agent  
**FLOUR AND SEMOLINA**  
Correspondence Solicited  
447-449 Produce Exchange New York, N. Y.

**HABEL, ARMBRUSTER & LARSEN CO.**  
All **FLOUR** Grades  
410-420 N. Western Ave., CHICAGO, ILL.

**WHITE & COMPANY**  
"The Flour People"  
313 Chamber of Commerce Bldg.  
Baltimore 2, Md.

**WM. C. DUNCAN & CO., Inc.**  
Domestic and Export  
Flour and Cereal  
Products  
280 Madison Ave. New York

**Andrew De Lisser**  
**DOMESTIC FLOUR EXPORT**  
475 Fifth Ave. New York, N. Y.

**FLOUR**  
Broker and Merchandiser  
**DAVID COLEMAN, Incorporated**  
Members N. Y. Produce Exchange  
Rm. 520-120 Bldg., NEW YORK 5, N. Y.  
New England Office: 211 Bryant St., Malden, Mass.

**S. R. STRISIK CO.**  
Flour Mill Agents  
Produce Exchange NEW YORK

Quality Flour for Every Need  
**Cliff H. Morris & Co.**  
25 Beaver Street NEW YORK 21

**WILLIAM PENN FLOUR CO.**  
FOREIGN FLOUR DOMESTIC  
31st and Chestnut Streets  
PHILADELPHIA 4, PA.

**Johnson-Herbert & Co.**  
**FLOUR**  
520 No. Michigan Ave., Chicago 11, Ill.

**THOMPSON FLOUR PRODUCTS, INC.**  
**FLOUR**  
Produce Exchange Building  
New York City

**KNIGHTON FOR FLOUR**  
NEW YORK BOSTON  
PHILADELPHIA

**KELLY-ERICKSON CO.**  
INC.  
Flour Brokers  
OMAHA, NEB.  
New York San Francisco

**Soft Cake Flour**  
For Biscuit Manufacturers  
**WATSON HIGGINS MILLING CO.**  
GRAND RAPIDS, MICH.

**JOHN E. KOERNER & CO.**  
DOMESTIC EXPORT  
**FLOUR**  
P. O. Box 646 781 LaSalle St.  
NEW ORLEANS, U. S. A.



# What have **Coal Mining** and **FLOUR TREATMENT** in common?



... both are procedures calling for skill, experience and proper tools.  
Here's how the N-A FLOUR SERVICE DIVISION meets these needs  
for you and your consultants:

**SKILL** Attained and maintained by daily handling of flour  
treatment problems in both field and laboratory.

**EXPERIENCE** Exceeding 30 years in flour treatment.

**PROPER TOOLS** Dyox for maturing, Novadelox for color improve-  
ment, and N-Richment-A for enriching.

Call your N-A SPECIALTY MAN for additional information today!  
All the benefits of N-A's "smooth running" maturing, color improve-  
ment and enrichment processes and products are as near to you as  
your telephone.

"Dyox," "Novadelox," and "N-Richment-A" Reg. U. S. Pat. Off.



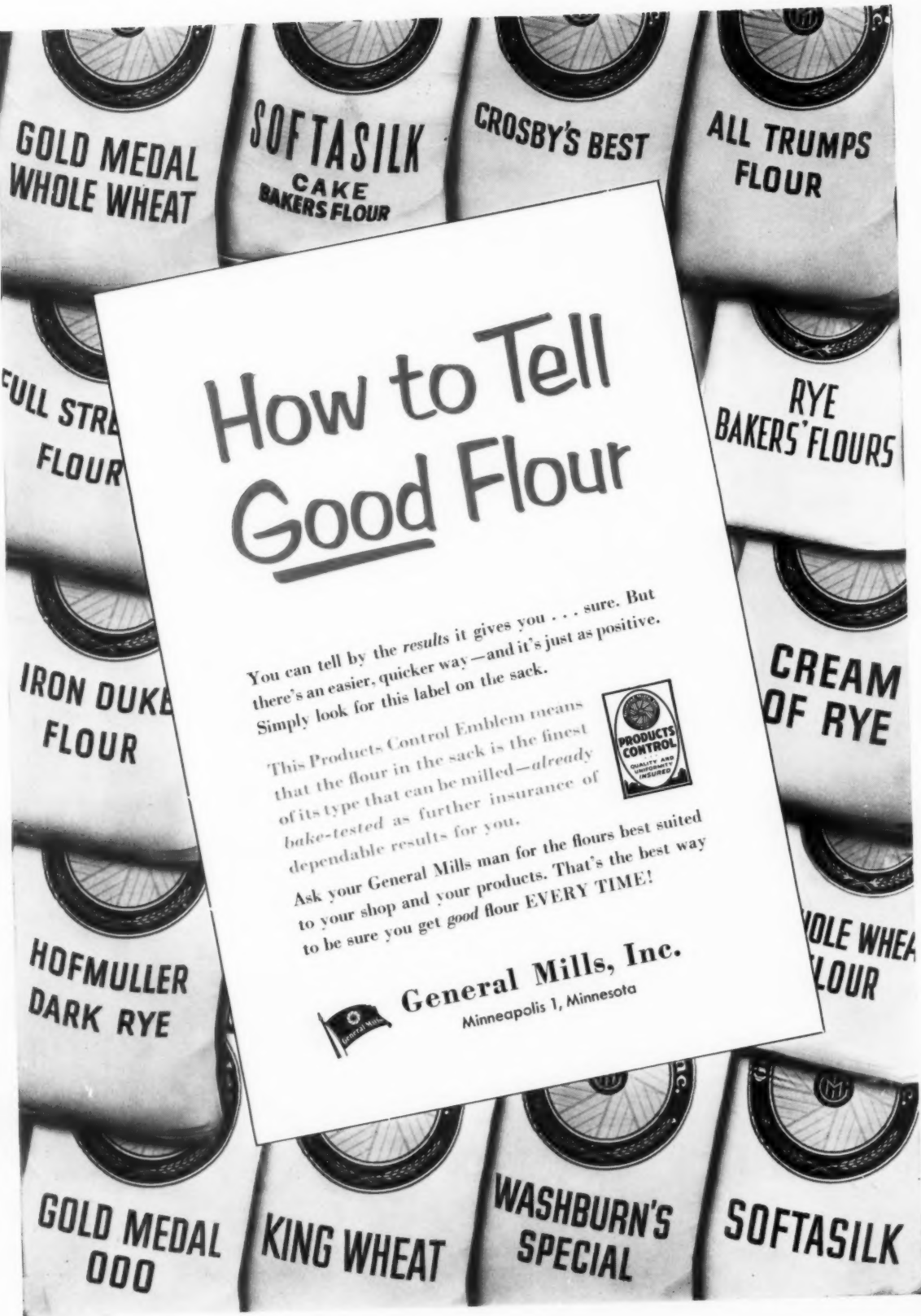
**DYOX**  
for flour maturing

**NOVADELOX**  
for a whiter, brighter flour

**N-Richment-A**  
for uniform enrichment

WALLACE & TIERNAN COMPANY, INC., AGENTS FOR  
**NOVADEL-AGENE**

BRIDGEVILLE - NEW JERSEY - Representatives in Principal Cities



# How to Tell Good Flour

You can tell by the results it gives you . . . sure. But there's an easier, quicker way—and it's just as positive. Simply look for this label on the sack.

This Products Control Emblem means that the flour in the sack is the finest of its type that can be milled—already bake-tested as further insurance of dependable results for you.

Ask your General Mills man for the flours best suited to your shop and your products. That's the best way to be sure you get *good* flour EVERY TIME!



**General Mills, Inc.**  
Minneapolis 1, Minnesota

